

For Immediate Release

January 18, 2010

Contact: Leonard Moore

(813) 643-6094

Planet Care, Inc. Acquires Eco-Pure

On January 15, 2010 Planet Care, Inc. acquired the assets of Eco-Pure, Inc., Fort Myers, Florida. Planet Care has relocated all Eco-Pure product manufacturing, including a 180 inch swing rotational molding machine to Pulaski, Virginia.

Planet Care was formed by industry veterans Jeff Hasson, Radford, Virginia and Leonard Moore, Tampa, Florida. The company's initial product offering will consist of the Eco-Pure Peat Moss Biofilter and Eco-Pure Polyethylene Septic and Pump Tanks.

The Eco-Pure Peat Moss Biofilter was developed by Edward Festa and Joan Brooks, PhD in 1998 for use on Sanibel-Captiva Islands, Florida. The system was designed based on the research conducted at the University of Maine during the 1980's and 1990's and especially the research conducted by Dr. Brooks. The Eco-Pure Peat Moss Biofilter is a "containerized" version Dr. Brook's research.

The Eco-Pure 500 gallon septic/600 gallon pump tank, 1,050 gallon septic and pump tank and 1,250 gallon septic tank were introduced in 2004.

According to Eco-Pure Founder and President, Ed Festa, "This a transaction that has been discussed and planned for the past year. I am certain that Planet Care will be very successful and I look forward to helping them in any way I can."

Planet Care's Leonard Moore states, "We are very excited about this acquisition. The Eco-Pure products have performed very well in the field for many years. There is huge growth potential for these products."

Planet Care's Jeff Hasson adds, "Planet Care is an environmentally conscious and a consumer driven company. We realize that the consumer does not want to spend a great deal of money for their sewage system. We will deliver this message of understanding to the consumer".

Planet Care will be adding additional products and services to their offering in 2010 and 2011, including passive nutrient reduction systems and accessory items for the onsite wastewater market.

"We have many years of experience in this industry and realize the need for good products at fair pricing to the consumer" stresses Moore.

Hasson adds, "We are interested in protecting the environment and the consumer".

In addition to manufacturing proprietary products, Planet Care will provide custom rotational molding services.

#