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FOR IMMEDIATE RELEASE

**EnviroIngenuity Announces Plans for Hydroponic Vertical Farm Demonstration  
Center in Laguna Beach**

*Verti-Gro® Systems Featured at Epcot Center will be Employed Throughout  
First West Coast Urban Food Growing Center*

Laguna Beach, CA (May 29, 2012) – EnviroIngenuity’s urban hydroponic vertical farming division today announced plans to develop a hydroponic vertical farming demonstration center in Laguna Beach. The Verti-Gro® system, featured at the Epcot® theme park at Walt Disney World Resort in Orlando, Florida for the last 16 years, will be employed at the new demonstration facility.

"This will be the first urban demonstration center on the west coast featuring the Verti-Gro® system, a surprisingly simple and cost-effective food production process which has been featured at the Living with the Land attraction at Epcot theme park for 16 years," said Erik Cutter, Managing Director of EnviroIngenuity. "As the Southern California distributor of Verti-Gro® products, we took a trip to Florida to see the attraction and it became immediately clear to me that Southern California needs to get more involved in high-yield, resource efficient local food production and be able to see a working model in action. The Verti-Gro® system used throughout the East Coast for the last 16 years represents the ultimate in simple-to-use, high-tech growing of fruits, vegetables and flowers."

The Living With the Land attraction is a boat ride focused on the history of US agriculture and showcases many new sustainable technologies and ideas designed to make food production more resource efficient and environmentally friendly. Numerous Verti-Gro® hydroponic towers are featured in the exhibit’s main greenhouse, which demonstrates leading-edge concepts about the future of agriculture. It is situated next to other futuristic growing systems, including aeroponic systems, which spray a nutrient mist onto the exposed roots of the plant, and aquaponic systems, in which fish and plants thrive together in a symbiotic, closed-loop system that mimics the natural environment.

"In Laguna Beach, we have many discriminating foodies who demand locally-grown, clean, natural food, rich in essential vitamins, minerals and trace elements," said Cutter.

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“I am certainly one of them! And knowing where your food comes from and consuming it fresh greatly reduces disease-triggering processes and strengthens the body’s immune system.”

According to Cutter, the Verti-Gro® system has been proven to grow high-quality, great tasting food faster and more efficiently than any other system on the market he has researched and tested.

EnviroIngenuity’s Verti-Gro® hydroponic commercial and home garden systems dramatically increases affordable access to locally grown, natural produce while reducing water use by over 85%, land use by 70% and fertilizer consumption by 50% and completely eliminating pesticide use. High-yield vertical home gardens eliminate the need to transport food from the field to the store and then to the home, cutting greenhouse gas emissions over 90%. Commercial Verti-Gro® hydroponic vertical farms enjoy the same resource efficiencies.

### **About EnviroIngenuity**

EnviroIngenuity was founded in 2009 by Erik Cutter. The company is comprised of forward-thinking professionals, whose goal is to take advantage of the growing demand for more efficient, cost effective sustainable energy solutions, employing solar PV, hi-efficiency LED lighting, green building and hydroponic vertical food production technologies. EnviroIngenuity’s mission is "advancinggreenergy" and reducing waste, thus better utilizing limited natural resources. As we invest in a lower carbon future, the EnviroIngenuity team is focused on helping organizations move forward to deploy sustainable energy solutions using disruptive technologies. [www.EnviroIngenuity.com](http://www.EnviroIngenuity.com)

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