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NEWS RELEASE

FOR IMMEDIATE RELEASE

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YardRx to Celebrate Grand Opening of Lakewood Ranch Store on Main Street November 4 with Ribbon-Cutting Ceremony

Lakewood Ranch, Florida – October 21, 2010 – YardRx, a landscape advisor providing sustainable, eco-friendly landscaping products and services, will celebrate their Lakewood Ranch store grand opening with a ribbon-cutting ceremony on November 4, 2010 at 5:30 p.m. The ceremony will take place at the new storefront's 8140 Main Street location inside the Good Earth Natural Foods store. Those in attendance will be served hors d'oeuvres and receive 50% off their soil analysis.

YardRx will offer local residents a cost effective prescription for maintaining healthy landscapes using natural biological-based landscape methodologies. The name is derived from the store's premiere service, analyzing customer soil samples for pH and nutrient levels. Lawn and gardening enthusiasts will be provided with do-it-yourself instructions for healing and preserving their yards with field-proven results.

"YardRx's mission is to allow residents the choice of services or a prescription to do-it-yourself," said Tammy Kovar, store owner. "The best part is the products and services are environmentally friendly, which is one of our core values."

In addition to providing superior natural products, YardRx offers a full continuum of services including consulting for turf, trees and garden. Stress recovery solutions, root inoculation, replanting damaged landscapes, and custom care programs can also be scheduled through the YardRx's Lakewood Ranch location. These specialty services also follow YardRx's environmental protection and conservation approach.

About YardRx:

YardRx, a division of Biological Tree & Landscape Services of Sarasota, Florida, provides sustainable, environmentally friendly landscaping programs and services to residential and commercial customers in Bradenton, Sarasota, Lakewood Ranch, Longboat Key and surrounding communities. Store hours are 10:00 a.m. – 6:00 p.m. Monday – Friday and 10:00 a.m. – 4:00 p.m. Saturday. For more information on YardRx, contact the Lakewood Ranch location at 941-539-1614.

Grapevine Communications, a full-service, award-winning Advertising, Marketing and Public Relations firm based in Sarasota and serving clients nationwide, was awarded the 2010 Frank G. Berlin, Sr., "Small Business of The Year" Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie M. Smith at 941-351-0024 or email pr@grapeinc.com.

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