

FOR IMMEDIATE RELEASE
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NEW BIRD REPELLENT PRODUCT APPROVED BY EPA
*Detroit's Metro Airport begins utilizing Avian Control™
for Wildlife Hazard Management*

SYLVAN LAKE, Mich. — Avian Control™ a new, advanced, patent pending bird repellent product, has received approval by the U.S. Environmental Protection Agency (EPA) and is now being utilized at Detroit Metropolitan Wayne County Airport (DTW), one of the world's busiest airports.

The new "Earth friendly" product contains "food grade" ingredients, listed by the U.S. Food and Drug Administration (FDA) as being safe and non-toxic while demonstrating greater efficacy. Avian Control™ distinguishes itself from bird repellent products with its:

- Applicability via fog or spray
- Enhanced rain resistance
- Increased period of effectiveness due to its ability to resist microbial and ultraviolet degradation

"In developing Avian Control™ over the past four years we listened to those involved with operations/facilities and turf/pest control for airports as well as golf courses and industrial and commercial properties, to address problems associated with existing products – from water/rain runoff, period of effectiveness and cost," said company Technical Director Dan Kramer. "This bird aversion method can now be applied less often and in lesser quantity to better effect".

One acre of land, by way of example, entails just 12-16 ounces of bird repellent at a cost of less than \$10.

In November 2009, Avian Control™ underwent field-testing at DTW, including grassy areas and in and around infrastructure, where the product demonstrated a safe, more effective way to reduce environmental, aesthetic, health and safety problems associated with excessive numbers of birds.

"Airports nationwide are in the midst of developing and implementing new wildlife hazard management solutions mandated by the FAA in order to mitigate the \$600 million in annual damages associated with birds," added Kramer. "We see great opportunity for our product there, as well with owners of commercial and industrial properties with bird problems who are already indicating tremendous interest."

Avian Control also foresees residential applications as a next phase in the product's usage evolution.

Based in Sylvan Lake, Michigan (suburban Detroit), Avian Control™ Bird Repellent is manufactured (under contract from Avian Enterprises, LLC) by Stone Soap Company, Inc. For additional information contact: Stone Soap Company, Inc at 800-952-7627 or (www.solveyourbirdproblems.com).

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