



News Release

For Immediate Release

Vern Kennedy appointed as CEO

Atlanta, GA. – October 14, 2008 – EcoSMART Technologies, Inc. today announced that Vern M. Kennedy has been appointed CEO effective immediately.

Kennedy comes to EcoSMART having founded and led a variety of high-growth services and technology ventures both domestically as well as overseas.

“My research proved that EcoSMART occupies a unique position in the marketplace as the only alternative to traditional pesticides that is truly both safe and effective,” stated Mr. Kennedy. “The team has built a substantial intellectual property and patent portfolio as well as solid traction in all three lines of business; retail, commercial and agriculture. It was an honor to be asked to come to Atlanta to lead this business.”

“Vern has a proven record of taking technology based growth companies from start-up to hundreds of millions in sales,” stated Michael DeRosa, a member of the EcoSMART Board. “The Board and investors are strongly committed to the company and think that Vern will accelerate our success.”

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EcoSMART Technologies is the world leader in proprietary pesticide products derived from natural plant oils. The active ingredients in EcoSMART’s products are unique, synergistic blends of essential oils, many of which are classified GRAS (generally recognized as safe) by the U.S. Food and Drug Administration and approved as direct food additives. EcoSMART Technologies is the first company to economically enable a realistic shift from synthetic to botanical pesticides in the residential, commercial, industrial and agricultural markets. For more information, visit www.ecosmart.com or call (877) 667-0006.

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