

SpuDefender™ SA 117 Approved for Sale in Israel

Pimi Marion hard at work testing and licensing additional products in the SpuDefender™ Product Line

Tel Aviv, Israel-May 9, 2006 – Pimi Marion Holdings Ltd. Agro Clean™ Technologies, a privately held company developing environmental friendly solutions, announced today at Agritech International Agricultural Expo 2006 that the Plant Protection Division in the Israeli Ministry of Agriculture has approved the SpuDefender™ SA 117 formulation for use and sale. SpuDefender™ SA 117 is a part of the SpuDefender™ product line. The SA 117 formulation, also known as SproutArrestor™, is a one-of-a-kind product based on the biochemical Hydrogen Peroxide as an active ingredient. By decomposing back to nature as water and oxygen, it ensures no hazardous residue occurs after application.

“After several years of successful applications, we found SpuDefender™ to be a reliable replacement for CIPC as a sprout suppressant,” said Dr. Eliyahu Margalit, Chief Agronomist, Frito-Lay Israel. “It has also proven itself as an effective measure in preventing quality and quantity losses during long periods of potato storage”.

“We are pleased to provide the potato industry with an effective and ecological replacement to CIPC, thus ensuring consumer health with residue free potatoes,” said Reuven Marko, Marketing Director, Pimi Marion. “We are also very excited about our new products in the SpuDefender™ pipeline such as YieldBooster™, which in current field trials is showing a solid and consistent gain in marketable yield in different varieties, soils, and seasons.”

The SproutArrestor™ formulation has been approved for use in post-harvest potato storage treatment. The formulation is highly effective in controlling sprouting as well as storage diseases. StorSafe™, another product in the SpuDefender™ line, is currently undergoing extensive in vitro and in vivo testing as a Phytosanitary preventive treatment for sustaining a safe and healthy environment within the entire storage facility.

“First results of disinfection capability show promising efficacy against the three major potato diseases - Silver scurf, Rhizoctonia and Colitotrichum,” said Dr. Lea Tzror, Head of the Israeli Phytopathology Association and a Senior Researcher at the Vulcani Research Center.

“We are thrilled about the performance of StorSafe™ as a broad spectrum disinfectant that is already proving effective against a range of bacterial diseases,” said Jacob Levi, CEO, Pimi Marion.

Pimi Marion develops breakthrough Agro Clean™ Technologies designed to meet the ever-tightening regulations of Plant Protection Authorities around the world. Along with extensive R&D in three continents, the company is currently laying the foundations of its global distribution network. Pimi Marion solutions, patented worldwide and staged in various field trials and applications, are pending approval of use in Europe and the U.S. Pimi Marion currently focuses on using its proprietary technologies in agricultural applications such as soil treatments, storage, and shelf life prolongation of fruits and vegetables, and indoor/outdoor Phytosanitary treatments. Since the late 90's, various Pimi Marion products have been tested and adopted by leading companies of the Potato Processing Industry in Israel such as: Frito-Lay Elite, Nestle Osem, Tapud and Shaar Hanegev. Pimi Marion is a company driven by a vision to provide Agro Clean solutions “*From the Digging Fork to the Dinner Fork*”.

Contact Details:

Avi Levi, Sales Manager
Tel: +972 4 9834025
Mobile: +972-52-3922274
E-mail: avi@pimimarion.com
Web: www.pimimarion.com

