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J. Oliver Products Launches New High Quality Generics Website

HERNANDO, MS, August 14, 2007 - J. Oliver Products, LLC is pleased to announce its new website, www.joliverproducts.com. This easy-to-navigate resource provides instant access to information about the company's high quality generic products.

"Growers and dealers have been calling us, saying they have read the articles about us in their newspapers or in the trade publications, and they want more information about us and our products," says company owner James Oliver. "In response to the demand, we developed our website that easily allows visitors to find the product information that they need. We hope this site is useful to growers and resellers and we welcome feedback. Those who prefer using the telephone can continue calling us and we'll be glad to fax or mail them product information."

Information available on the website include:

- * Product MSDS and Labels
- * Herbicides
- * Insecticides
- * Plant Growth Regulators

* Fungicides

J. Oliver Products, LLC is a new company backed up by extensive industry experience. Oliver founded the company in March 2006. He has worked in both brands and generics, spending 25 years with Velsicol and Sandoz, and 10 years in off-patent products.

Lower Cost for Farmers.

"Instead of being owned by a large corporation, J. Oliver Products is an independent company—like the growers that it serves," Oliver says. "Companies like ours bring competition to the major corporations and lower the cost for farmers. The cost of production—including the price of seed, technology fees, diesel fuel and fertilizer—is skyrocketing. One of the few cost relief items available to growers is off-patent products, which bring competition to the marketplace and help lower farmers' cost. What's right for the farmer is right for us—we're lean and can pass along our savings to growers."

Since its beginning, the company has aggressively expanded its product portfolio. It uses active ingredients from the U.S., India, China and Europe. "All of our products are regulated by the Environmental Protection Agency," Oliver says. "They are all registered and certified to be equivalent to the products of origin."

"We use four different state-of-the-art manufacturing plants. Additionally, we're backed by some of the best formulation chemists in the industry."

"Our premium quality products are available at an ag retail location near you," Oliver adds. "Please call our office at 662.429.7621 and we'll direct you to an ag retail outlet offering our products." For more product information, go to

www.joliverproducts.com

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