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## Good News for Growing Healthier Foods and Wine Grapes

From the vineyard to the backyard, from the factory farm to the greenhouse, plants and people will soon benefit from **Elixa®4 PDB**, an extraordinary, nontoxic agricultural pesticide from Plant Defense Boosters, Inc. (PDB, Inc.) of Syracuse, NY.

**Elixa®4 Plant Defense Booster** controls many serious plant diseases without threatening the health and safety of plants, consumers or the environment. The natural ingredients in **Elixa®4 PDB** stimulate plants' natural defense responses to fight devastating fungi and other attacking forces. Simply put, **Elixa®4 PDB** boosts the "immune system" of plants by eliciting the production of specific natural chemicals within, which provide protection against invasive organisms while keeping the plants vigorous and healthy. These plants, in general, also become naturally more resistant to diseases and pests. Remarkably, this product costs no more than the dangerous, problematic "hard" (toxic) chemicals that are commonly used today. **Elixa®4 PDB** does not require special application equipment, and is applied using conventional sprayers, identical to those used to apply chemicals.

Because the majority of the pesticides in use are toxic chemicals that literally "poison" the diseases to prevent their attack on crops, chemical residuals remain on the crop after harvest. Leaves, fruits and vegetables can absorb the pesticides, which end up in our foods, wine, beer and certain animal feeds. During application, chemical sprays often contaminate the person applying them, as well as the air and surrounding soil and water systems. Continued chemical use leads to disease resistance, requiring ever-stronger poisons with more frequent applications to fight plant diseases. Nontoxic **Elixa®4 PDB** works in a completely different way, so the hazards of contamination and resistances are safely eliminated.

Six years of testing and substantial field trial data from researchers at major universities and independent research labs have shown **Elixa®4 PDB** to be highly successful in protecting a significant number of fruits, vegetables and grains, as well as ornamentals and flowers, including roses. Growers of high-value fruits like wine grapes, juice and table grapes and strawberries are especially interested in the product's ability to fight Powdery Mildew, Downy Mildew, Gray Mold and blight—diseases which cost growers hundreds of millions of dollars in lost crops each year.

This breakthrough product, with four significant patents, is EPA-approved and presently registered for sale in 14 major agricultural states including California, Oregon, Washington, Arizona, Texas, Florida and New York. **Elixa®4 PDB** will be available to the US market for the 2005 growing season in most states. Organic registration of **Elixa®4 PDB** is expected for the 2005 growing season.

PDB, Inc., with corporate headquarters in Syracuse, NY, is a new corporation specializing in nontoxic, organic and environmentally-friendly products for large-scale agriculture, plant nursery and horticultural use, as well as for the broad consumer market. Explains Dr. Richard Daoust, President of Plant Defense Boosters "in a very short time, the Company has emerged as a formidable player in providing nontoxic, environmentally-compatible pest control products to the agricultural community".

Richard Kampas, VP of Marketing for PDB, Inc. is extremely enthusiastic about the Elixa® product line and other products under consideration for acquisition, licensing and development. "As a smart, unique producer of nontoxic and organic sustainable-agriculture products, PDB, Inc. will have a worldwide impact. With no added usage costs, farmers can grow healthier produce with less exposure to chemical pesticides. Field workers, home gardeners, children, pets and our fragile environment will all benefit!" **Elixa®4 PDB** has EPA-approved manufacturing sites with some inventory already available for the early 2005 growing season.



A prime example of **Ellexa®4 PDB**'s potential is its effectiveness on Powdery Mildew Disease (PMD), a huge threat to agricultural production worldwide. This disease damages fruits, vegetables and grains, in addition to floral and ornamental plants. Billions of dollars are spent each year on many types of chemical pesticides, endangering workers and putting consumers' health at risk. (A recent study by the Ontario College of Family Physicians [globeandmail.com, April 24, 2004] found consistent evidence of health risks from exposure to chemical pesticides citing brain, prostate, breast, kidney and pancreatic cancers, as well as leukemia and other acute illnesses.) Nontoxic **Ellexa®4 PDB** has been proven in large-scale agricultural tests and horticultural operations, showing outstanding success in fighting disease, while greatly reducing health risks from chemical exposure.

Dr. Daoust explains, "EPA-mandated field worker re-entry times (REI) can be up to three days or more for many 'hard' chemical pesticides. Nontoxic **Ellexa®4 PDB**'s REI is just four hours, the minimum required by law. **Ellexa®4 PDB** is also 'Exempt from Tolerance', meaning that the EPA has determined that when **Ellexa®4 PDB** is sprayed, any residues that remain on the fruit or fiber are not harmful to the consumer. This means **Ellexa®4 PDB** can be sprayed up to and even on the day of harvest, unlike 'hard' chemicals, which often cannot be sprayed within 30 days of harvest (referred to as the preharvest interval). This is huge to the growers. Plus, there is no residual contamination of the spraying equipment as can be the case with toxic chemical pesticides. The effectiveness and reduced hazard of using this nontoxic product, plus the fact that disease-resistance is eliminated naturally, will revolutionize safe food production, increase consumer safety in home garden use, and boost the public's perception of new sustainable-agriculture products—at no additional cost."

Beyond the crops already mentioned, **Ellexa®4 PDB** is EPA-approved for use on squash, pumpkins, potatoes, sweet potatoes, tomatoes, peppers, peas, onions, melons, watermelons, lettuce, beans, carrots, eggplant, rice, wheat, blueberries, cherries and 12 other tree fruits. Also, it is approved for professional and consumer lawn and garden application, including home vegetable gardens, indoor and outdoor potted plants, and flowers, including roses.

**Healthy Outdoors™**, a second PDB, Inc. product, is a proprietary nontoxic mosquito larvicide scheduled for distribution in 2006. It has a unique delivery system as well as an effective 30-day release. This will be an important product to help fight disease-carrying mosquitoes that are known to transmit such plagues as the West Nile virus, Malaria and other serious mosquito-borne illnesses worldwide.

Founded by Dr. Richard Daoust, President and Richard Kampas, VP of Marketing, Plant Defense Boosters, Inc. is a New York State corporation formed in December 2003, with the focus of bringing tested, proven and reliable nontoxic and organic products to market. The **Ellexa®4 PDB** and **Healthy Outdoors™** formulations were developed patented, registered and tested over seven years with extraordinary results. PDB, Inc. completed its acquisition of these two product lines, including four patents, the transfer of EPA registrations and assignment of all intellectual property, on June 30, 2004.

During more than 25 years in the Biopesticide and Agricultural Biotechnology industries, President Richard A. Daoust has brought 20+ nontoxic, biorational pesticides to market. He has held key executive positions at GlycoGenesys, Inc., Ecogen Europe and Ecogen, Inc. and conducted research at a world-renowned center at Cornell University, the Boyce Thompson Institute for Plant Research, for eight years. Dr. Daoust has also shown his entrepreneurial spirit by starting two different biorational pesticide companies. He holds a PhD in Environmental Sciences and an MS degree in Public Health.



Richard Kampas is the former President of Photomedia, a communications and business development company in Syracuse, NY which offers marketing strategy, brand development, creative advertising and informative imagery, executed in traditional and electronic media. Mr. Kampas is a marketing expert with many industry and government contacts and a wide variety of success stories in his 27-year Photomedia experience.

The worldwide fungicide market is estimated at eight billion dollars per year. Cost-effective alternatives to dangerous toxic chemicals will be especially valuable as more growers embrace sustainable agriculture. This visionary movement is increasingly important to both consumers and producers. Through **Ellexa®4 PDB** and other nontoxic and organic products, PDB, Inc. hopes to make worker safety, consumer health and ecological responsibility a profitable choice for both industry and investors.

**Contact Information:** For more information, contact either:

**Richard A. Daoust** President, Plant Defense Boosters, Inc.  
Ph: (215)321-9054 e-mail: rDaoust@PlantDefenseBoosters.com

**Richard D. Kampas** Vice President of Marketing, Plant Defense Boosters, Inc.  
Ph: (315)263-7337 e-mail: rKampas@PlantDefenseBoosters.com

web address: [www.PlantDefenseBoosters.com](http://www.PlantDefenseBoosters.com)

mailing address: PO Box 6826, Syracuse, NY 13217

street address: 1250 East Water Street, Syracuse, NY 13210.