

For more information:

Mindy Whittington for PlantSense
(415) 618-8811

Mindy.whittington@redconsultancy.com

McGavock Edwards for Black & Decker
919-747-8681

mcgavocke@imre.com

**BLACK & DECKER JOINS WITH PLANTSENSE, INC. TO BRING TECHNOLOGY-BASED
PLANT CARE TO GARDENERS**

New Black & Decker PlantSmart Garden Sensor Due to Hit Shelves Later This Fall

SAN FRANCISCO and NEW BRITAIN, Conn. – Aug. 24, 2010 – PlantSense Inc. and Black & Decker (U.S.) Inc. today announced an exclusive arrangement that will lead to a new line of high-tech Black & Decker-branded gardening tools designed to take the guesswork out of gardening. Black & Decker is licensing PlantSense’s Internet-connected EasyBloom™ technology and will introduce a new line of plant sensors, called PlantSmart™, later this fall. PlantSense’s website recommends which plants will thrive in a particular spot - inside or out, diagnoses ailing plants and provides fertilizer advice.

“PlantSense’s innovative EasyBloom technology provides a simple and smart way for users to learn more about their garden and what they need to do to keep their plants alive and healthy,” said DeAnn Romjue, vice president outdoor marketing for Black & Decker. “By combining PlantSense’s cutting-edge innovation with the power and heritage of the Black & Decker brand, we can offer gardeners a whole new level of service and personalization – both in their yard and on the Web.”

PlantSense launched the EasyBloom plant sensor in 2008 and it’s been incredibly popular with casual and master gardeners alike. Users report that they grow 30 percent more plants using EasyBloom. According to a recent survey from Harris Interactive, two-thirds of adults say that knowing what types of plants, fruits, vegetables or flowers would thrive in given locations would make it easier to garden successfully.

“Black & Decker’s marketing programs and distribution network will help bring the PlantSense technology to a broader audience,” said Matthew Glenn, CEO of PlantSense. “This

partnership gives us the ability to focus on enhancing our Internet services and exploring opportunities for future innovations.”

PlantSense will manage the Web services for Black & Decker’s PlantSmart sensor, delivering plant recommendations and diagnostic monitoring. Through its team of botanists and engineers, PlantSense will provide information about more than 6,000 plants, customized tips for gardeners and personalized plant care alerts. Black & Decker customers will be able to access PlantSense’s web-based services, allowing them to select the right plants and plant care tools for virtually any gardening project.

Black & Decker will concentrate on the sales, marketing and in-store support for the PlantSmart products. Black and Decker’s PlantSmart product is expected to begin shipping in fall 2010 for \$49.99.

How the PlantSmart™ Sensor Works

Users place the PlantSmart sensor anywhere they want to grow a plant – indoors or out – and PlantSmart takes a “plant’s eye view” of light, temperature and soil condition. After 24 hours the user plugs the PlantSmart sensor into a computer, and PlantSense will recommend plants that will thrive in a particular spot, diagnose ailing plants, and provide fertilizer advice. It will even “chirp” when your plant needs to be watered. It works with all types of plants, including flowers, herbs, fruits, vegetables and indoor plants. [Click here](#) to read more about how it works.

About PlantSense, Inc.

PlantSense, Inc. was founded in 2006 to help take the guesswork and frustration out of home gardening by bringing the expertise of professionals to the fingertips of the amateur. The company’s first product, the EasyBloom Plant Sensor, is a smart, Internet-connected tool that reveals exactly what plants will thrive in a specific location. By applying proven, scientific techniques used by professional winemakers and greenhouse growers, PlantSense allows anyone to enjoy a beautiful indoor or outdoor garden — from a single bedroom begonia to a backyard bed of roses. The same technology will be used in the B&D PlantSmart product. For more information, visit www.plantsense.com.

About Black & Decker: 100 Years of Innovation. A Legacy of Trust

Since 1910, Black & Decker has been setting the standard for innovation and design of power tools, accessories, outdoor yard care equipment, home cleaning products, automotive and lighting products, hardware and home improvement products, and technology-based fastening systems. The inventor of the first portable electric drill with pistol grip and trigger switch, Black & Decker has evolved from a small machine shop in Baltimore, Maryland to a global manufacturing and marketing powerhouse with a broad line of quality products used in and around the home and for commercial applications. When users need to get work done, they trust Black & Decker for the products that will do the job efficiently and reliably. For more information on Black & Decker’s extensive line of

products or its centennial anniversary, visit <http://www.BlackandDecker.com> or <http://BlackandDecker.imrepresskit.com>.

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