

For further information:
Christina Pacelli
Red Consultancy
(415) 618-8812
christina.pacelli@redconsultancy.com

PLANTSENSE INTRODUCES FIRST INTERNET-ENABLED GARDENING DEVICE TO CONNECT TECHNOLOGY TO THE GARDEN

EasyBloom Plant Sensor Available on Amazon.com, Frontgate.com and Smarthome.com

SAN FRANCISCO – Oct. 27, 2008 – PlantSense Inc. (www.easybloom.com) today unveiled the EasyBloom Plant Sensor, a gardening solution that can recommend exactly which plants will thrive in a particular spot, and diagnoses what is wrong with ailing plants. This marks the first time this type of horticultural technology has been available to the general consumer.

Interest in gardening is on the rise. In 2007, Americans spent over \$35 billion on lawn and garden products, the largest increase since 2002 according to the National Gardening Association, yet many would-be gardeners struggle to keep their plants healthy. The Plant Institute of America believes that almost a third of all plants die within their first year of purchase.

“More people are investing in their gardens and growing their own flowers and vegetables, but it’s not easy to keep a plant alive and thriving,” said Matthew Glenn, chief executive officer for PlantSense. “EasyBloom will allow you to spend more time enjoying your plants and less time wondering how to keep them alive.”

Users place the EasyBloom Plant Sensor anywhere they would like to grow a plant – indoors or outdoors. Using the same technology NASA used on the Mars Phoenix Mission, EasyBloom collects environmental data, including soil moisture, sunlight, moisture and temperature, over a 24 hour period. Algorithms on the EasyBloom Web site then interpret and analyze the collected readings against a database of more than 5,000 plants, vegetables and trees, to recommend exactly which plants will thrive in that particular spot.

The company has partnered with Ball Horticultural Company, W. Atlee Burpee and the National Gardening Association to build a database of more than 5,000 plants that synchronizes with the EasyBloom Plant Sensor. See release entitled “PlantSense Partners with Ball Horticultural Company, The National Gardening Association and Accuweather.com.”

“The EasyBloom Plant Sensor allows anyone to take advantage of the same technology used by botanists and master winemakers to ensure horticultural success,” said Dr. Robert Flannery, PlantSense’s senior horticulturist. “We have created a new way to bring the expertise of professionals to the fingertips of amateur, casual and expert gardeners.”

The EasyBloom Plant Sensor includes three modes that help users select and grow thriving plants:

Recommend: In this mode, EasyBloom will recommend a set of plants that will thrive in a certain location, and users can narrow the results based on options like color, size, season, and includes other criteria such as plants that attract butterflies or that are draught tolerant.

Monitor: EasyBloom diagnoses plants' environment and lets users know if the temperature is right, whether the soil is draining well and if the light is optimal for a particular plant.

Water: EasyBloom instantly tells users if a plant needs watering. This is the ideal mode when you need to water your plants.

“As a result of climate change, rising food and oil prices, and the desire to live greener lifestyles, a new generation of gardeners is emerging,” said John Stanley, global garden retail expert and industry analyst. “A product like EasyBloom can eliminate the intimidation factor for new gardeners and enhance the knowledge of experienced gardeners who enjoy growing plants for food, pleasure or beauty.”

Priced at \$59.95, the PlantSense EasyBloom Plant Sensor is available now at major online retailers including Amazon.com, Buy.com, Frontgate.com, Burpee.com and Smarthome.com, and beginning November 10, at Orchard Supply Hardware locations in California. For more information, please visit www.easybloom.com.

###

About PlantSense

PlantSense was founded in 2006 to 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 device 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. For more information visit www.easybloom.com.