

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

PLANTSENSE PARTNERS WITH BALL HORTICULTURAL COMPANY, THE NATIONAL GARDENING ASSOCIATION AND ACCUWEATHER.COM

PlantSense Leverages Partners' Intelligence to Make Gardening Effortless

SAN FRANCISCO – Oct. 27, 2008 – PlantSense Inc. (www.easybloom.com), makers of the first Internet-connected gardening tool, today announced partnerships with leading gardening and seed companies including Ball Horticultural Company, W. Atlee Burpee and the National Gardening Association, and AccuWeather.com, The World's Weather Authority®. PlantSense has tapped detailed plant and weather intelligence from these leading organizations to help people know what to plant where, and ensure that what they plant thrives.

"By joining with these partners to build the most comprehensive database available, we're giving home gardeners the knowledge used by horticulturalists and winemakers to help select the right plants and keep them thriving," said Dr. Robert Flannery, PlantSense's resident plant expert and senior horticulturist. "We're taking the guesswork and frustration out of gardening."

PlantSense tapped Ball Horticultural Company, W. Atlee Burpee and the National Gardening Association to help build its database of more than 5,000 plants, vegetables, trees, herbs and flowers. These organizations understand each plant's unique, optimal growing conditions. PlantSense combines this information with its patent-pending technology to tell users exactly what plants will thrive in a given spot or diagnose what is wrong with an existing plant.

PlantSense's first product, the EasyBloom Plant Sensor, collects environmental information over 24 hours, such as temperature, humidity, soil moisture and light in a given spot – indoors or out. The data is then uploaded to PlantSense's Web site and compared against a database of plant species so the company can recommend plants that will thrive in that specific location. EasyBloom can also diagnose what is wrong with an ailing plant and notify the user when a plant needs to be watered. See release entitled "PlantSense Introduces First Internet-Enabled Gardening Device to Connect Technology to the Garden."

"One of the biggest problems home gardeners have is selecting the right plant for the right location," said Charlie Nardozzi, senior horticulturalist for the National Gardening Association. "Plants grown in the wrong light, soil and moisture conditions often fail. EasyBloom can help gardeners make the best decisions for their garden's success."

Through its partnership with AccuWeather.com, PlantSense is able to compare light data collected by the EasyBloom Plant Sensor with local cloud cover information supplied by AccuWeather.com. This enables PlantSense to accurately correct light conditions on cloudy or rainy days, or other weather conditions during the data collection period.

“Partnering with PlantSense will make gardening more accessible and fool proof for anyone who loves plants,” said Bill Doeckel, General Manager of Ball Innovations for Ball. “Together we hope that a new crop of gardeners will be able to enjoy the benefits of plants and the joy of gardening.”

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.

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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.