

FOR IMMEDIATE RELEASE

**NEW ENKI WATERING SYSTEM UNVEILED:
PROVIDES GARDENERS WITH OXYGEN-ENHANCED WATER
FOR INCREASED PLANT FLOWERING, YIELDS AND GREENER WORLD**

Smartly-Designed Watering Pitcher Increases Oxygen in Water Five Times More Than Ordinary Tap Water; University Studies Report Significant Plant Bloom, Vegetable Yield Increases

**Enki enhances plant growth without chemicals,
providing a truly green plant growth system**

MINNEAPOLIS (May 8, 2007) -- Increasing oxygen levels in water to heighten plant growth and vegetable yield is the simple yet breakthrough technology behind the Enki Watering System, a new product unveiled today for both serious and everyday gardeners nationwide.

The Enki Watering System (www.myenki.com) is a smartly-designed, one-gallon watering pitcher featuring a patented electrolysis technology which increases dissolved oxygen content in water by as much as five times. Whereas tap water can often have dissolved oxygen content as low as 30 percent, Enki increases this to a level as high as 150 percent.

Increased oxygen stimulates plant growth and yield. In a six-week study conducted at the University of Minnesota, researchers found Enki-enhanced plants flowered earlier, had more flowers and had more vibrantly colored foliage. In an additional three-month study at an organic farm, researchers found Enki contributed to earlier vegetable production and greater fruit and vegetable yield. The studies reported that flower weight in geraniums was 76 percent higher using Enki and that vegetable yield in pepper plants increased by as much as 58 percent.

The Enki system stimulates plant growth naturally with no added chemicals or fertilizers, providing gardeners with the first truly green way to enhance their plants. Retailing for \$79.95, the Enki watering pitcher is available in May on www.myenki.com and at select independent gardening stores nationwide, and in July on HSN (Home Shopping Network).

How Enki Works

Gardeners simply fill their Enki with the desired amount of water and plug it in to a traditional electric outlet. A series of small metal plates at the base of the unit emit a low and safe charge of electricity through the water to produce a profusion of "micro-bubbles" that supersaturate the water for several hours with oxygen at levels up to five times that of ordinary tap water.

Within four minutes, super-oxygenation is complete. Gardeners can immediately unplug the unit and water their plants. They can also wait, as Enki will maintain the super-oxygenation in the water for up to three hours. Enki is ideal for deck plants and other flowering, foliage, and fruiting plants. Users can begin experiencing Enki's plant enhancement in as little as two to four weeks.

Why Oxygen is Critical to Plant Growth

Water and oxygen are essential to plant growth. Plants root systems require oxygen to absorb vital nutrients from the soil and to grow new cells that enhance root growth, resulting in improved top growth. It's one reason farmers till compacted soil and homeowners aerate their lawns.

By significantly increasing oxygen in the water beyond levels that tap, distilled and even rain-water can offer, the Enki system is proven to provide root systems with more oxygen and reduces the detrimental effects of over watering.

Independent Studies Prove Plant Growth

A six-week study was conducted at the University of Minnesota's Department of Horticulture of side-by-side comparisons of plants watered using the Enki system (with about 150 percent dissolved oxygen) versus tap water (at approximately 30 percent dissolved oxygen). During the study, researchers found that:

- Petunia flower blossoms increased 28 percent
- Geranium flower weight increased 76 percent

Preliminary research conducted at a nearby organic vegetable farm found that, with Enki-enhanced water:

- Brandywine tomato yield increased 21 percent
- Bonnie's Best tomato yield increased 22 percent

- Bell pepper yield increased 58 percent

The studies also found Enki-enhanced tomatoes were harvested earlier, and Enki-enhanced peppers on average were larger, while flowers in flowering plants were higher in number and coleus foliage appeared noticeably healthier and brighter.

Researchers also presented Enki water-treated and ordinary tap water-treated plants to individuals, asking them to select which they preferred. Consumers overwhelmingly chose the Enki plants.

"Plants may produce oxygen, but their roots also need it to survive, and Enki is an innovative new tool that does this very effectively," said Dr. Albert "Bud" Markhart, plant physiologist at the University of Minnesota's Department of Horticulture and coordinator of the study. "Plant quality, flowers, foliage, yield and size all increased or were improved, because Enki gets more oxygen to plant roots.

"I've been asked to conduct studies on other plant growth enhancers in the past, and I've always been skeptical," he added. "After testing Enki's effects on a variety of plants, I'm very impressed by its potential to significantly improve plant performance, flowering and yield when soil oxygen is limiting."

Ovation Science

Enki is developed by Chanhassen, Minn.-based Ovation Science, Inc. (www.ovationscience.com), which seeks to provide innovative, green-focused gardening solutions worldwide. The Enki one-gallon watering pitcher is Ovation's first consumer product offering. The company's patented super-oxygenating technology will be the basis of a variety of other consumer, commercial and industrial gardening products in the months and years ahead.

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We all know tomatoes are among the top food source for vitamin A and the powerful antioxidant lycopene. Now, studies have shown it's possible to grow tomatoes that provide even more of these beneficial nutrients by simply adding oxygen to the water you provide them.

In studies conducted by Dr. Albert H. (Bud) Markhart, a member of the Department of Horticultural Science at the University of Minnesota, super-oxygenated irrigation enhanced productivity, improved overall fruit size, and increased levels of vitamin A/beta carotene and the antioxidant lycopene in tomatoes.

The tomatoes tested were from two growing locations and analyzed at two independent laboratories. Plants at one location were greenhouse grown and hand watered. Plants at the second location were grown outdoors in a high tunnel and watered through drip irrigation. One set of plants at each location were watered with super-oxygenated water. The hand watered trial used water produced by the Enki™ Watering Device. The drip irrigation location used a flow-through Enki™ System. The control groups were watered from a municipal tap water source at the greenhouse location and from a rural well water source at the outdoor trial.

Fruit grown with super-oxygenated water at both locations analyzed by either laboratory had higher levels of vitamin A/beta carotene. Pooling all data, the super-oxygenated grown plants produced fruit with about a 25 percent greater concentration of vitamin A/beta carotene than plants irrigated with control water.

Lycopene was analyzed from fruit from the final harvest. Care was taken to select a minimum of three fruit of equal ripeness from both treatments. The tomato fruit from the super-oxygenated irrigated plants had 63 percent more trans-lycopene than fruit from the control plants.

Why is this important?

Tomatoes are an important source of vitamin A/beta carotene and lycopene in a balanced diet. In addition to the general anti-oxidant activity, vitamin A plays a vital role in eye health maintaining a clear cornea and sensitive retina. Low vitamin A results in night blindness. Severe deficiency is one of the principle causes of childhood blindness in developing countries. Vitamin A also plays important roles in the immune system.

Beta-carotene is important because it is a precursor to vitamin A. The body rapidly converts beta-carotene to vitamin A.

Lycopene is one of the most powerful anti-oxidants in our diet. In fact, some researchers believe lycopene may be valuable in preventing and slowing the growth of cancers of the prostate, lung and stomach. These scientists describe lycopene as a powerful antioxidant, a compound that blocks the action of activated oxygen molecules - known as free radicals - that can damage cells. The antioxidant activity of lycopene is at least twice as great as beta carotene, another carotenoid that is also thought to be an effective cancer-preventing nutrient.

About the Enki™ Super-oxygenating Watering Device

This astonishing watering device delivers super-oxygenated water to plant roots - naturally. The patented water-electrolysis technology supplies up to 50 percent more oxygen than rainwater in just 30 minutes. More oxygen means healthier roots, resulting in improved plant strength and health, as well as an increase in the number of flowers and the yield of your fruit and vegetables. The Enki is available at independent garden centers nationwide or at <http://www.MyEnki.com>.

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super-oxygenating technology will be the basis of a variety of other consumer, commercial and industrial gardening products in the months and years to come.

For more information contact:

Suzanne Duecker

Ovation Science

608-216-6324

suzanne.duecker @ ovationscience.com