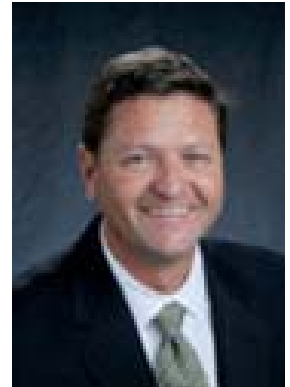


FOR IMMEDIATE RELEASE

Hayward, CA – August 26th, 2009

ANDY LAVELLE APPOINTED CHIEF OPERATING OFFICER OF ARBORWELL Tree Care Company Promotes Former Vice President, General Manager to Newly Formed Position

Arborwell Professional Tree Management, a commercial and residential tree care company located in Hayward, California, today announced the appointment of Andy LaVelle as Chief Operating Officer. Formerly Arborwell's Vice President, General Manager, Andy LaVelle believes that his new position will entail a fresh, more strategic approach to his previous responsibilities.



"My short term goal is simple: to maintain our exemplary level of customer service through the development of our fantastic employees," said LaVelle in regards to his objectives as the new Chief Operating Officer. "I have the privilege to work with some of the most talented people in our industry. I am very thankful to continue to build relationships with clients who understand the importance of trees on their properties."

LaVelle is an industry veteran with more than 20 years in the tree and landscape business, and he brings direct experience in developing business and relationships with commercial property managers and owners. A graduate of Cal Poly San Luis Obispo with a degree in Horticulture, Andy is now an ISA certified arborist as well as a Certified Tree Care Safety Professional (CTSP). As the Chief Operating Officer, Andy is directly involved in recruiting and managing the talent of Arborwell's expanding management team and 75 field employees.

"Andy's commitment and dedicated focus to the Arborwell way of doing business has been a huge benefit to our company's growth and success," said Peter Sortwell, President and CEO of Arborwell. "As the COO, Andy's strategic input and management will be a key component to Arborwell's future expansion."

Arborwell provides professional tree management and services including arborist consultations, tree pruning, removals, preservation, installation, and plant health care services.

Arborwell Professional Tree Management

Arborwell's team of ISA-certified arborists study each tree's overall system to ensure longevity and vitality from the ground up. Arborwell offers tree pruning, removal, preservation, installation, plant health services, and arborist consultations to contractors, commercial property managers, golf courses, municipalities, and residential properties. Arborwell serves the San Francisco Bay Area, Sacramento, and San Diego communities.

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