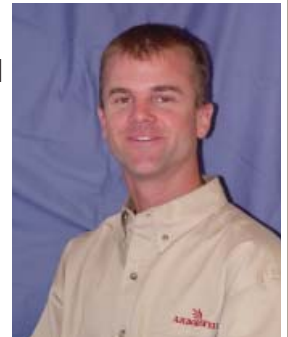


FOR IMMEDIATE RELEASE

Hayward, CA - August 6, 2007

Greg Rogers Appointed Vice President of Arborwell's Sacramento Operations

Arborwell, a leading professional tree management company, today announced the appointment of Greg Rogers as Vice President of Arborwell's Sacramento operations. Rogers, a 1996 graduate of California Polytechnic State University has played a leadership role in Arborwell since his hire in December of 2003. Rogers has provided leadership, business development and recruitment strategies that have fueled a staggering 211% annual growth rate for the past 4 years at Arborwell's Sacramento division.



Prior to his appointment of Vice President, Rogers was the Sacramento Regional Account Manager and instrumental in the start up and expansion of Arborwell's offices located in Rancho Cordova, California. Rogers holds a BS degree in Forestry and Natural Resources with an emphasis in Environmental Management and Botany. He brings over 13 years experience in the arboriculture industry to his new position. He is an ISA Certified Arborist and member of the American Society of Consulting Arborists.

"With Greg's appointment we are reinforcing our commitment to the Sacramento Region for delivering "best in class" tree and customer care services. Greg's deep sense of commitment to quality and customer service has enabled Arborwell to exceed growth expectations." commented Peter Sortwell, President of Arborwell.

Arborwell operates from four Bay Area locations in Hayward, San Mateo, Sacramento, and San Jose. Clients include commercial real estate and property management companies, corporations, landscape and general contractors, golf courses, municipalities and government agencies. Serving the Sacramento and San Francisco Bay Area, Arborwell provides tree relocation and transplanting, specification pruning, plant health care, tree and stump removal, tree inventories, appraisals, hazard assessments, and budgetary management plans. Arborwell offers enhanced service capabilities including 24 hour emergency service, an arsenal of cutting-edge equipment, and customer service representatives who are certified arborists with over 100 years combined experience.