

FOR IMMEDIATE RELEASE

Grower's Secret™ Announced as Certified B Corporation™

Honolulu, Hawaii (February 15, 2012) – [Grower's Secret™](http://www.growerssecret.com) (www.growerssecret.com), a Hawaii-based company specializing in organic, eco-friendly fertilizers and plant aids, announces today that the company has received certification as a B Corporation by B Lab. Certified B Corporations meet higher standards of social and environmental performance, transparency and accountability. [Grower's Secret](http://www.growerssecret.com) exemplifies B Lab standards, encouraging sustainable growing practices with products that are easily integrated into traditional and organic methods, and benefit growers, populations, and the environment.

“Receiving this certification from B Lab was really important to us as it enhances our business practices and reinforces the purpose of our brand,” said Chaz Berman, CEO, Grower's Secret. “We are proud to be a Certified B Corporation and take pride in the work this organization does to ensure we positively impact our employees, suppliers, community, and the environment.”

Similar to a LEED certification for buildings, B Lab certifies B Corporations based on comprehensive and transparent social and environmental performance standards, higher legal accountability standards, and business constituency for public policies that support sustainable business.

More than 400 Certified B Corporations nationwide represent 50 industries, which make up a diverse multi-billion dollar marketplace. In October, California passed legislation to allow businesses to set up as Benefit Corporations, which provides them protected legal status to pursue not only profitability, but impact in environmental sustainability and social responsibility.

About B Corp

Certified B Corporations 1) meet rigorous standards of social and environmental performance; 2) legally expand their corporate responsibilities to include consideration of stakeholder interests; and 3) build collective voice through the power of the unifying B Corporation brand. As of July 2011, there are over 425 Certified B Corporations from over 50 industries, representing a diverse multi-billion marketplace.

About B Lab

B Lab is a nonprofit organization dedicated to using the power of business to solve social and environmental problems. B Lab drives systemic change through three interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and just good marketing; 2) accelerating the growth of the impact investing asset class through use of B Lab's GIIRS impact rating system by institutional investors; and 3) promoting supportive public policies, including creation of a new corporate form and tax, procurement, and investment incentives for sustainable business.

About Grower's Secret™

Grower's Secret offers a complete collection of organic products for home gardeners and commercial farmers that are patented in 157 countries. For more information, visit the company's website at www.growerssecret.com; or use the company's toll free phone number: (888) 217-9426.

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