



FOR IMMEDIATE RELEASE

Contact:

Pointserve

Mary McDaniel

Tel: (512) 638-5252

mmcdaniel@pointserve.com

Scotts LawnService Selects Pointserve's Optimization Technology

Lawn Care Giant Improves Service and Reduces Emissions

Austin, TX – November 25, 2008 – Pointserve, the leader in Economic Resource Optimization (ERO), today announced that Scotts LawnService, a subsidiary of the Scotts Miracle-Gro Company, has selected Pointserve to optimize its service delivery. Pointserve applies advanced model-based artificial intelligence to evaluate the economic impact of planning, aligning, promising and delivering service in various ways with a focus on maximizing business performance.

“We are excited to help a very well run company continue to improve efficiency and customer satisfaction, while simultaneously lowering costs and carbon emissions,” said Ed Powell, Chairman and CEO of Pointserve. “In similar companies, we have been able to reduce vehicle mileage, drive time, and fuel utilization by tremendous amounts. At the same time, we reduce the CO₂ emissions by almost a metric ton of CO₂ per vehicle per month.”

James Schiefferle, Scotts LawnService's VP Finance & IT, commented, “We are looking forward to working with Pointserve, and are expecting considerable efficiency gains. This optimization will help us to control our costs and serve our customers better, which is our top priority at Scotts.”

“Pointserve's 'Operational Simulation & Analysis process made us take a hard look at how our branches are delivering our service and the disparity of that service from branch to branch,” said Mark Ochs, Operations Director, Scotts LawnService. We are enthusiastic about bringing every branch up to record levels of quality service.”

About Pointserve

Pointserve supplies a full range of optimization web-services that enable clients to predict service demand, then plan, schedule, and operate in a way that maximizes value across the extended enterprise. Pointserve's Economic Resource Optimization (ERO) suite has been designed specifically to deal with the complex reality of distributed service operations. ERO modules synchronize intelligent decision making across all service related functions, from territory and resource planning, through customer appointment scheduling and daily planning. Pointserve enables its client to align, plan, promise and deliver service in a way that transforms their business.

Pointserve typically delivers 15-25% improvement in global operational effectiveness, reflecting "per vehicle/per month" reductions of 500-700 miles, 20-30 hours of drive time, and 35-70 gallons of fuel consumption. For more information, visit the Website at www.pointserve.com.

About Scotts LawnService

Scotts LawnService®, serves the "do-it-for-me" consumer in the U.S. with on-site lawn, tree and shrub fertilization, insect control and other related services through its network of 160 locations. Over the past decade, Scotts LawnService has quickly emerged as an industry leader in this multi-billion category.

Scotts LawnService is a wholly-owned subsidiary of The Scotts Miracle-Gro Company is the world's largest marketer of branded consumer lawn and garden products, with a full range of products for professional horticulture as well. ScottsMiracle-Gro has helped to grow the global consumer lawn and garden market by staying connected with the consumer. Through their consumer insights and dedication to innovation, Scotts continues to bring the most trusted lawn and garden products to consumers worldwide. Visit the Web site: <http://www.scotts.com>

Pointserve is a registered trademark of Pointserve, Inc. Other company and product names may be trademarks of the respective companies with which they are associated.

###