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FOR RELEASE: April 13, 2007

TARGET INTRODUCES NEW ACCOUNT REPRESENTATIVE

Lisa Kirchner brings technical expertise to the nursery market.

SANTA FE SPRINGS, Calif. – Lisa Kirchner is Target's new Account Representative for the nursery market in southern California. Kirchner graduated from Cal Poly, San Luis Obispo with a B.S. in Horticulture and Crop Science, with a minor in Plant Protection. She is a licensed Pest Control Advisor in all categories.

Kirchner's territory includes San Diego, Imperial and south Riverside counties. Before joining Target, she managed the South African garden in the Leaning Pine Arboretum at Cal Poly in San Luis Obispo, Calif.

"Lisa is a valuable asset to our team, and will be a great resource for nurseries in southern California," stated Branch Manager Lee Wozniak.

Kirchner can be reached by calling Target's San Marcos office at (800) 237-5233 or via email at lisa.kirchner@target-specialty.com.

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Editor's Note: Target Specialty Products is a wholesale distributor of specialty agricultural chemicals, fertilizers and application equipment.



Photo Caption: Lisa Kirchner is the new nursery representative for Target.