

FOR IMMEDIATE RELEASE:

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Babe Winkelman announces his endorsement of Deer Guard Deer Repellent

Cedar Rapids, IA... Babe Winkelman, outdoor television host and noted naturalist, has enthusiastically granted his endorsement and license to Repel Products, makers of Deer Guard Deer Repellent. Deer Guard is a taste-based formula that helps eliminate unwanted deer browsing on flowers, shrubs, trees and other plants.

"I discovered Deer Guard after planting more than 2,000 seedling trees on my property in central Minnesota," Winkelman said. "The deer were nipping off the new growth as soon as it appeared, until I sprayed the trees with Deer Guard. Now they don't touch them."

Deer Guard contains the most bitter substance known to man, pre-mixed with a latex bonding agent that adheres strongly to plants, yet does not affect the health of the plant. If a deer attempts to take one bite of a treated plant, the repulsive taste stops him.

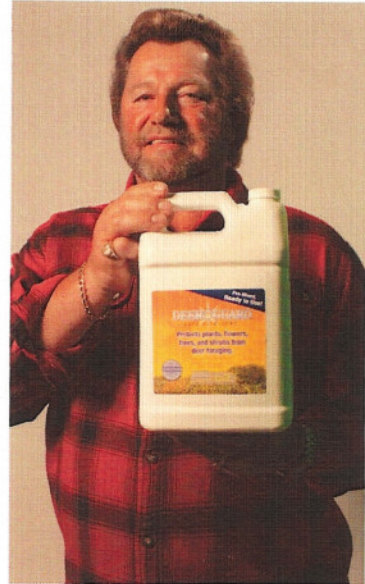
Unlike scent-based deer repellents (which typically contain rotten eggs or animal blood), Deer Guard has no foul odor. It is also superior to scent-based products because Deer Guard performs 365 days a year, even in below-freezing temperatures. Scented repellents aren't effective when it's less than 32°F, because the freeze stifles the smell. But Deer Guard maintains the same bitter taste under all conditions.

One application of Deer Guard will last up to four months, making it one of the longest-lasting repellents ever developed. "One application on my trees has taken me through the growing season, with just a little touch-up on new growth. In the fall, I'll spray them again and that will protect my investment throughout the winter," said Winkelman.

After using the Deer Guard, Babe Winkelman phoned Ron Bupp, President of Repel Products, to thank him for developing such an effective repellent. In subsequent communications, Mr. Bupp requested permission to use Babe's endorsement to help market Deer Guard to other land owners experiencing deer foraging problems. "I confidently support products I believe in," said Winkelman, who has granted Repel Products a full license/endorsement package for their Deer Guard products. "And I believe in Deer Guard," he added.

Babe Winkelman's image and testimonial will appear within upcoming Deer Guard marketing materials including brochures, retail displays, informative DVDs, website(s) and other media.

Deer Guard is available at many retail outlets and on-line. To learn more about Deer Guard and Babe Winkelman, visit their respective websites at www.repelproducts.com and www.winkelman.com, or call Ron Bupp toll-free at 866-921-1810.



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