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Twin Falls Store to Carry Expanded Line Of Dr. JimZ Secret Formula Fertilizer and Related Products

TWIN FALLS, Idaho (April 11, 2008) — The expanded line of Dr. JimZ's Secret Formula Save-a-Tree fertilizer and other organic gardening products is now available at Kelly Garden Center.

Within the past year Dr. JimZ has made additions to its flagship product, Save-a-Tree fertilizer. One is Concentrated Compost Factor, which contains the recently discovered ingredient that triggers plant growth, and the other is Plant Wash, a blend of minerals and fatty acids that stimulates plant growth by cleaning the leaves.

Save-a-Tree was developed almost 20 years ago after Boise's Dr. Jim Zamzow, affectionately called "Dr." because of his constant research, concluded that mineral depletion in the soil was affecting the health of trees.

The product's most famous success story was in 1999 when the Harrison Tree, planted near the Idaho Capitol building in Boise in 1891 by President Benjamin Harrison, was dying and scheduled to be cut down.

Zamzow donated Save-A-Tree. The tree returned to health and grew more in one year than it had in the past three years combined. Unfortunately, it was cut down last year to make room for the Capitol building's expansion.

Zamzow's Boise nurseries sold more than 75,000 gallons of Save-a-Tree last year, and it now is being distributed nationwide.

Save-a-Tree's base is sugar cane molasses, selected because it smells good, does not attract ants and discourages nematodes, a type of parasitic worm. Ingredients include nitrogen, phosphate and sulfur. Additional components are a secret, but include "just about everything that Dad's research has shown to be beneficial to plants," said Jos Zamzow, son of "Dr. Jim" and vice president of TerraLife, Inc.

Although the product is named Save-a-Tree because it was first tested on trees, it also is effective on shrubs, flowers and vegetables. Tests by microbiologists at Boise State University showed that 24 hours after an

application of Save-a-Tree, there was an increase of 70 percent in beneficial bacteria in the soil. After a week, there was a 400 percent increase.

Development of Dr. JimZ Secret Formula products, distributed by TerraLife, Inc., began four generations ago when the Zamzow family opened a feed mill near Boise. In recent years the family expanded distribution of their products online, as well as through distributors and nurseries across the Western United States.

Other products are Plant-It fertilizer, a planting and transplanting mix that combines fertilizer, root starter and mycorrhizae; and Bloom KaBoom!, which maintains flowers on blooming plants and fruit trees.

All products contain only natural ingredients and are safe for use around children, pets and fish. Save-a-Tree is the only non-leaching manufactured fertilizer in the world.

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Note to editors: Both product photos and feature photos are available upon request.