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FOR IMMEDIATE RELEASE

KeyPlex Announces Launch of RobustPlants.org

New microsite focuses on plant health information for growers

WILLOUGHBY, OHIO (September 25, 2012) – KeyPlex recently launched the all-new RobustPlants.org, a new microsite dedicated to providing plant health information to growers who are looking to improve crop performance and maximize yields. KeyPlex manufactures and markets micronutrient fertilizers to commercial grower operations via their existing distributor network. They are also a leading researcher on plant health and the most efficient way to apply plant nutrients.

Today's growers face the challenge of feeding an ever-expanding world population on limited amounts of arable land. The need is great to make the best use of available resources by optimizing crop production. Plant health is the key to making this happen. Robust Plants provides growers with the tools they need to make informed decisions about nutrients for plants, cultural practices, and plant pests and diseases.

“We wanted to put a resource out there to help the industry,” says Rich Johnston of KeyPlex. “The site is all about providing continuing education and multiple resources to help growers accomplish the tasks they need to in order to keep their plants healthy.” One of the key aims of the site is to give growers information that can be digested quickly and easily.

Site navigation covers the importance of plant health, citrus, fruit, vegetables, turf, greenhouse, pest management, and stewardship. Site users can learn about vital plant health topics such as systemic acquired resistance (SAR), chelates, HLB (Huanglongbing) in citrus, nutrients for plants, and much more. KeyPlex will add additional content on a regular basis and has plans for videos in the future. Content is available in Spanish as well as English.

Meister Interactive, a division of Meister Media Worldwide, worked together with KeyPlex to develop the new site.

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About KeyPlex: Since 1980, KeyPlex has been serving citrus and vegetable growers with a highly effective plant nutritional product line. Because of their deep commitment to research and development, KeyPlex continues to improve and expand its product line. The company continually seeks to focus on plant health research and establishing a link between the necessary plant nutrient requirements and the most efficient way to supply them.

KeyPlex's micronutrient and biopesticide products are part art and part science. Products contain a patented blend of micronutrients, yeast hydrolysate, and humic acid that helps provide the necessary fuel for plant defense, growth, and reproduction. Careful selection of raw materials, together with precise production standards, provides a consistently reliable method of insuring that the optimum level of plant nutrition and effectiveness is realized in all of KeyPlex's products.

About Meister Media Worldwide: Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.meistermedia.com.