

FOR IMMEDIATE RELEASE

Less Work, Better Lawn: GAILCO Innovations, LLC Unveils Mow-Aerator

CARTERSVILLE, Ga., March 21, 2007 – Finally, someone has come up with a way to make it easier for a man to maintain a healthy lawn. That someone just happens to be GAILCO Innovations, LLC (<http://www.gailcoinnovations.com>), a woman-owned business.

And GAILCO owner Gail Bowman knows the way to a man's heart: Take some of the work out of yard work. That's why GAILCO has just introduced the patent-pending Mow-Aerator (<http://www.ereleases.com/pr/2007-GAILCO.jpg>), a product that actually enables homeowners to mow and aerate the lawn at the same time.

Over the course of a year, the soil beneath a typical lawn will become hard and compacted, and thatch--a layer of dead grass on top of the soil--will build up. Together, compacted soil and thatch can keep moisture and nutrients from getting to the lawn's roots, eventually resulting in a browner, sparser lawn.

Aeration, on the other hand, counteracts the effects of hard soil and thatched lawn, which makes it a yearly necessity for conscientious homeowners. But until now, aeration usually meant paying to rent an unwieldy power aerator or exerting some serious energy with a hand aerator. Neither option was ideal.

"These days, busy homeowners need time-saving solutions for keeping the lawn lush and green," Bowman stated. "So when we discovered the Mow-Aerator, we knew we needed to bring it to market."

Designed for ease of use and maximum effectiveness, the Mow-Aerator is a simple set of brackets with one-and-a-half-inch spikes that attaches to a riding or push mower's tires. As the lawnmower moves, the spikes do the work of aerating. When aeration is not needed, the Mow-Aerator is easily removed from the lawnmower.

"The Mow-Aerator delivers outstanding value and quality to anyone who wants a more beautiful lawn with less effort," said Bowman. "GAILCO Innovations, LLC is proud to be the only company offering a product like the Mow-Aerator."

About GAILCO Innovations, LLC

Founded by Gail Bowman, GAILCO Innovations, LLC creates and develops patents with the goal of bringing new products, ideas and concepts to the retail marketplace nationwide. The company holds certification from the Women Business Enterprise National Council (WBENC).

To learn more about GAILCO or the Mow-Aerator, visit <http://www.gailcoinnovations.com>.

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