

FOR IMMEDIATE RELEASE

Mow-Aerator Wins Popular Mechanics Editor's Choice Award

CARTERSVILLE, Ga., June 26, 2007 – Just three months after GAILCO Innovations, Inc. (<http://www.gailcoinnovations.com>) announced its patent-pending Mow-Aerator (<http://www.mow-aerator.com>), the new lawn-care device has received the coveted Popular Mechanics Editor's Choice award for outstanding achievement in new product design and innovation. GAILCO founder Gail Bowman accepted the award at the National Hardware Show in Florida in May (<http://www.ereleases.com/pr/2007-GAILCO2.jpg>).

And that's just the tip of the iceberg. The Mow-Aerator, which will hit retailers' shelves in spring 2008, will be featured in the September issue of Popular Mechanics and in the June and August issues of Inventors Digest. Bowman will make her television debut with the Mow-Aerator on the Trade Show Channel in July, followed by an appearance on HGTV on September 30, 2007, at 9 p.m., and DIY Cool Tools in early 2008.

What's so special about the Mow-Aerator? Billed as "the ride way to aerate" and invented by Gail Bowman's husband Tim Bowman, the Mow-Aerator is a simple set of brackets and one-and-a-half-inch spikes that attaches to a riding or push mower's tires. The weight of the mower helps the spikes penetrate the root zone, allowing the user to mow and aerate at the same time—without the chunks of dirt traditional aerators leave behind. When aeration is not needed, the Mow-Aerator is easily removed from the lawnmower.

But there's another reason the Mow-Aerator is attracting so much attention: Gail Bowman herself. Her commitment to new product development, professional excellence and consumer focus, combined with her down-to-earth manner, have earned Gail the respect of her peers in the male-dominated hardware industry.

"We designed the Mow-Aerator for ease of use," Gail stated. "It allows the user to do two jobs—mowing and aerating—at once. The Mow-Aerator is a fast, cost-effective solution to common lawn problems like bare spots, brown patches and hardened soil."

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>. A high-resolution image of the Mow-Aerator can be found at <http://www.ereleases.com/pr/2007-GAILCO.jpg>.

Contact:

Gail Bowman
GAILCO Innovations, LLC
770-975-6516

gbowman@gailcoinnovations.com
<http://www.gailcoinnovations.com>
<http://www.mow-aerator.com>

###