

Commercial Promotions Press Release
June 1, 2023

EnviroKure Announces Commercial Organization Promotions

PHILADELPHIA, PA – June 1, 2023 – EnviroKure, Inc., announced today the promotion of two members of its commercial organization, responsible for setting and executing sales and customer service strategies.

Ward Wright has been promoted to the new position of Director of National Accounts. Wright joined EnviroKure in 2011 as Director of Sales, and brought two decades of experience in sales, operations, customer service and brand management to his position at EnviroKure. In his new role, Wright will be responsible for developing and implementing the strategic direction for the company's national accounts.

Daron Bell has been promoted to Regional Sales Director/Technical Agronomy Lead and will oversee the company's territory sales managers serving the area supported by EnviroKure's state-of-the art production facility in Hicksville, Ohio. A 30-year veteran of the agricultural industry, Bell has experience in agronomy, logistics and product development, as well as sales and marketing.

"EnviroKure is at an important juncture in our history, with more than 2.5 million gallons of product sold since inception and a one-of-a-kind manufacturing facility in full production," said Chief Executive Officer Kevin Helash. "Ward and Daron have been part of a successful sales strategy that has delivered growth in the first four months of 2023 that outpaced sales for the entire year of 2022 by 10%, with new customers making up half of all sales in the first quarter. These promotions recognize their contributions and underscore our drive to accelerate our growth trajectory."

The promotions are effective June 1, and both Wright and Bell will report to Founder and Chief Operating Officer Joseph Steck.

About EnviroKure

EnviroKure, founded in 2011, is the first company to produce liquid organic microbial biostimulants and biofertilizers on an industrial scale from one of the most-valued natural fertilizers -- chicken manure. The company's patented technology extracts nutrients and beneficial microbes from chicken manure to transform it into high-value crop inputs. Its products have been used in both organic and conventional farming applications for row crops – such as corn, soybeans, cotton and wheat – and for various specialty fruits and vegetables. EnviroKure operates the world's first large-scale commercial manufacturing facility of its type, located in Hicksville, Ohio, and is headquartered in Philadelphia. For more information, please visit the company's web site at www.EnviroKure.com.