



Press Release

27 September 2007

Plant Impact plc

("Plant Impact" or "the Company")

**Successful field trial confirms nearly 50% yield increases
and reduced blossom end rot in tomatoes**

Plant Impact plc (AIM:PIM), a global developer of technologies that improve crop productivity by combating the negative effects of environmental stress, today announces the first results from its fresh tomato field trial programme. The trial, conducted in Spain (Almeria) using a combination of Plant Impact's CaT and PiNT technologies, demonstrated an increase in marketable tomato yield of between 36% and 48% as well as a reduction in the incidence of blossom end rot from 30% to 8%, when compared to the standard grower practice. Other beneficial trial observations were increased fruit homogeneity and increased fruit setting.

Peter Blezard, CEO of Plant Impact, commented: "The excellent results from our trials in Spain clearly demonstrate the ability of our technologies to achieve significant yield increases for one of the world's most valuable horticultural crops. They will also give our sales distribution partners the test data they need to help them persuade growers about the economic, ecological and environmental benefits that our technologies offer."

This trial suggests that the use of Plant Impact technologies on fresh tomato crops could result in increases in profitability for the grower of between US\$1,500 and US\$2,000 per hectare.

The global fresh tomato market for Plant Impact's CaT and PiNT technologies has an estimated current value of US\$120 million and is expected to grow, due to the increasing demand for fresh tomatoes and the more unpredictable climatic conditions being experienced in the areas where they are grown.

Tomatoes are believed to represent one of the most important horticultural crops in terms of world production and trade. The EU is the biggest single producer of fresh tomatoes, followed by the USA, then Turkey. Within the EU, Italy is the biggest producer by far, followed by Spain, Greece, Portugal and France. Between them Italy and Spain grow almost 9.5 million tonnes of tomatoes a year.

Tomato blossom end rot is a physiological disorder that is caused by a lack of calcium in the fruit. Unlike traditional products, Plant Impact's CaT technology overcomes the problem efficiently and specifically, reducing the amount of agricultural inputs applied to the plants, significantly improving marketable yield to the grower and providing consumers with better quality tomatoes.

Plant Impact has a distribution agreement in place with Certis Europe BV ("Certis") which supplies Plant Impact's 'anti-stress' products in Spain and Portugal. Certis has a network of over 50 local distributors who supply approximately 75,000 growers in the Iberian peninsula. In addition, Plant Impact achieves sales in the Middle East North Africa (MENA) region through its distribution subsidiary Pi-MENA.

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About Plant Impact

Plant Impact addresses the increasing global demand for effective, sustainable and ecologically-sound products to combat environmental plant stress and improve crop productivity. Common environmental plant stresses include drought, salinity, nutrient deficiencies, pests and disease. Plant Impact's advances produce practical results that reduce inputs and benefit the whole of the agricultural value chain, providing solutions for growers, food manufacturers and consumers.

A broad product portfolio has been developed using these innovative and proprietary eco-technologies, the most advanced of which are already being marketed and sold through established agricultural distribution networks. Products for the home and garden market are also distributed direct to consumer through agreements with reputable high street stores.

Current Plant Impact products include:

- *Alethea*® – resistance to climate, water and salt stress
- *CaT*™ – resistance to physiological disorders
- *Speedo*™ – accelerated maturation (more harvests)
- *PiNT*™ – yield improvement in marginal soils
- *BugOil*® – 'organic' (benign) pest control

For further information please visit www.plantimpact.com