

Organix Names New Chief Operating Officer

WALLA WALLA, Wash., Aug. 22, 2011-- Organix, Inc. of Walla Walla, Washington announced today that it has hired Kevin Anderson to its management team in the role of Chief Operating Officer.

“Kevin’s experience dovetails nicely with where we are about to go as a company,” explains Russ Davis, President of Organix. “I have known Kevin for 25 years and I know he has very valuable growth-company experience. Having him on board will allow me to focus more on new markets and product development. He is a good friend and a talented businessman.”

Mr. Anderson left Norwest Financial in 1988 to join Metro One Telecommunications, a venture co-founded with Davis and a third partner. Metro One became the largest independent provider of Enhanced Directory Assistance to the wireless industry. As Senior Vice President he was responsible for management of 22 call centers and for securing long-term, multimillion dollar contracts with the top wireless carriers in the United States. He also assisted in taking Metro One public in 1996. Metro One reached \$1B in market cap a few years later.

In 1998, Kevin cofounded Qsent, Inc., an online directory search firm providing services for Fortune 1000 companies. As President, he assisted in acquiring \$40 million in private and venture capital. Kevin was also responsible for the management of all sales activities. He left Qsent in late 2005 to focus on consulting with new startups and early stage companies. Qsent was subsequently sold in 2006 to Transunion.

His primary focus will be on Organix’ plans to expand its RePeet™, peat moss alternative product, nationally. Organix flagship facility is in Washington State and provides the region with about 40,000 yards of RePeet™ annually. RePeet™ is manufactured from dairy fiber resulting from the anaerobic digestion of manure for renewable energy production. An anaerobic digester acts like a short term, renewable peat bog – submerging the fiber for up to 45 days. Organix further processes the fiber after digestion with its patented system, improving the fiber's characteristics as a peat-like, soil amendment. Davis says the company expects to ship about 40,000 yards of RePeet™ in 2011.

Organix is based in Walla Walla, Washington. Since 2002, the Company has produced hundreds of thousands of yards of animal bedding and soil amendments like PowerPlant™ compost - much of which is sold to the Portland, Seattle, Boise and Spokane landscape markets and organic growers.

Contact:

Russell V. Davis
President, Organix, Inc.
Walla Walla, Washington, USA
Phone: 509-527-0526
Email: rdavis@organix.us
Web: www.organix.us