

## **Marrone Organic Innovations (MOI) Selected to Participate in TechCoire Investorfest 2006**

### **MOI plan recognized among the best of 40+ submissions received**

**Sacramento, CA-August 22, 2006** – Marrone Organic Innovations, Inc., announced today they have been selected to participate in TechCoire's Investorfest scheduled for August 25, 2006. CEO and Founder Pam Marrone will be presenting its company's business case on discovery and development of effective natural products that fill unmet market needs for weed and pest management.

“ The investors are looking forward to learning more about Marrone Organic Innovations. After a rigorous round of elimination and ranking, MOI has been chosen among one of the Top-10 ideas for pitching to leading investors from Silicon Valley. Investorfest will give MOI an opportunity to pitch to twelve VCs simultaneously,” stated Gopan Madathil, President of TechCoire.

Organic food, growing at 15-20% per year, is becoming mainstream. Consumers purchase organics for health reasons and a growing body of scientific research supports health, environmental and taste benefits of organic food. Purchases of organic food cross all demographic & ethnic groups. Whole Foods wants to grow from \$4 to \$12 billion by 2010. Safeway, Publix, Stop & Shop, etc. have organic private label brands. Wal-Mart is becoming the largest organic retailer. But the growth could be even higher if organic growers had better ways to control weeds. The single largest cost of organic production is weed control; organic farmers cannot use chemical sprays to control weeds. They use back-breaking hand labor and energy intensive tractor cultivation costing hundreds of millions of dollars annually in the US.

*Marrone Organic Innovations (MOI) is an early stage start up that discovers and develops effective natural products for unmet weed and pest management needs. We are the only company that is focused on discovery and development of microbial natural products that organic farmers can use to spray on weeds to kill them. To accelerate revenues, MOI is in-licensing products from small companies and single entrepreneurs to commercialize, while our in-house R&D bears fruit. The company is led by experienced entrepreneur, Pam Marrone, who started and built the natural (bio) pesticide company AgraQuest to a high growth stage.*

#### **About TechCoire**

TechCoire is the largest networking organization of entrepreneurs, venture capitalists and technology executives in the greater Sacramento region, dedicated to providing its members with educational, mentoring and networking opportunities to support the success of their businesses and advancement in their careers. For more information, please visit [www.techcoire.com](http://www.techcoire.com)

#### **Media Contact:**

Mary Luciano

Marcom Advantage, Public Relations for TechCoire

Phone: 1-530-888-7910

Mobile: 1-530-305-7403

[mary@techcoire.com](mailto:mary@techcoire.com)