



Outsmart hungry deer.™

Deer Density Highest in Fairfield County

*With a Current Density of Approximately 60 Deer Per Square Mile,
Homeowners Are Concerned About Valuable Landscaping Investments*

(Fairfield, CT) **March 25th, 2008**—“Fairfield County has the highest deer density in Connecticut, averaging 60 deer per square mile,” said Howard Kilpatrick, Deer Biologist, for the Department of Environmental Protection, CT, after considering the results of a recent helicopter survey. This fact is bad news for homeowners in Fairfield County, unless they take steps to protect their landscaping investment from hungry deer.

“The deer were eating here a lot. We have a shade garden with Hostas, Rhododendrons and Impatiens. It would be beautiful one night and decimated the next morning,” said Candy Goldstein, a Westport, CT resident. “DeerTech has been the most effective protection against deer damage we have experienced. Between their technology and their monthly service, we haven’t had any deer damage since the system was installed.”

DeerTech now provides what they call “Three Circles of Protection”—a unique combination of patented ultrasound, a 12-month proprietary spraying program, and switching things up monthly to keep deer from adapting. Though the company states it is unknown exactly how much Fairfield County homeowners spend on deer deterrents each year, it is known that fencing, spraying, and other one-track methods can be limited in their effectiveness. According to Greg Lake, DeerTech President and Greenwich, CT resident, this is because deer are far smarter and more athletic than people might think. “Deer eat around eight pounds of vegetation per day,” said Lake. “And hungry deer can easily leap eight to ten foot fences when they know there is food on the other side.”

DeerTech’s comprehensive solution works by assaulting all the deer’s senses simultaneously, creating an environment the deer perceive as dangerous. The company’s patented ultrasonic units emit a frequency that, while nearly inaudible to a human, sounds like a 747 jet engine to deer. Ultrasonic frequencies are DeerTech’s first circle of protection. They block the deer’s greatest natural defense—hearing. Ultrasound is disconcerting to deer. But, in many cases, the

ultrasound is not enough to keep hungry deer from eventually eating if they continuously observe no predators in the area and learn to listen through the sound.

As a second level of protection, the company utilizes sprays developed by a wildlife biologist (often composed of predator scents) in combination with ultrasound to simulate a dangerous environment for deer. Deer smell a predator and can't identify where the predator might be hiding or hear which direction they may be striking from. It becomes unsafe for them to bury their eyes in plants to eat. Additionally, using sprays on the plants make them taste undesirable to deer, so the whole, now scary process of eating a homeowner's tasty plants becomes outright unappealing.

However, even these two circles of sound and sprays, while significant barriers, can be penetrated over time if a smart deer learns to adapt. This is why DeerTech switches things up monthly, to keep the deer off-balance. The company sends a field technician to every customer's property each month to observe and adjust accordingly the system depending on the season, weather changes, and the deer behavior on the property.

About DeerTech

Pleasantville, New York-based DeerTech (formerly Nature Technologies) currently has over 1,500 satisfied customers in the high deer population areas of New York, (Westchester and Long Island), Southern Connecticut, New Jersey, Eastern Pennsylvania, and Delaware.

DeerTech's patented "Three Circles of Protection" provides a combination of sound, sprays, and switching things up so the deer can't adapt. This solution has proven far superior to spraying alone or fencing for homeowners wishing to protect their valuable landscaping investment.

For more information, call 800-GOT-DEER (468-3337), or visit www.DeerTechUSA.com

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