

For Immediate Release

Contact: Chase Harvey
Phone: 608-742-5301, ext. 7827
Email: chaseharvey@penda.com
www.smartditch.com

PENDA ADDS TWO NEW COLOR OPTIONS TO THE SMARTDITCH™ SYSTEM
Green and Tan blends the HDPE ditch lining system into natural surroundings

Portage, WI —July 19, 2010 — In response to the demand for more earth tone colors for upscale recreational and residential settings, Penda Corporation recently bolstered the appeal of the world’s first HDPE thermoformed ditch/channel lining system with the addition of two new colors to their product line, *Environmental Green* and *Desert Tan*.

“One of the most frequently asked questions about the SmartDitch System is what color choices are available,” stated Heidi Bulgrin, Vice President of Penda Corporation’s Premier Solutions Division, “Until recently, we only offered our system in black. However, the request for earth-tone colors far exceeded any other color preference,” she added. “The dark green and tan shades now make SmartDitch a viable ditch liner solution in areas where more natural looking ditches are important to site owners such as golf courses, parks, municipal and private airports and forestry projects. In our research, we have found that riprap lined ditches will often be specified for aesthetic reasons, yet they still don’t completely solve the drainage and erosion problems,” Bulgrin stated. “The project owners can now have an effective drainage and stormwater flow control system that does not take away from the natural surroundings that it is designed to protect.”

In addition to multiple color options, the 12” and 24” SmartDitch System comes complete with the following fittings:

- Flared-end sections
- Transitional sections
- Bulkhead Sections
- Directional T’s
- Directional Gates

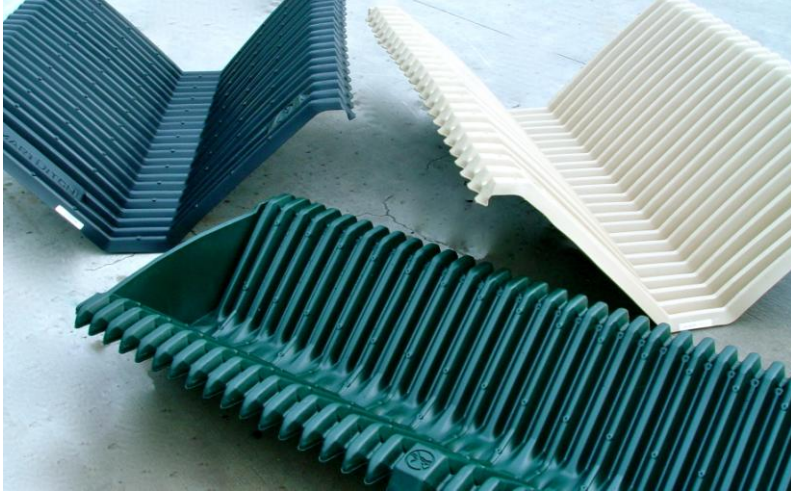
For more information contact Chase Harvey, Sales and Marketing (ChaseHarvey@penda.com) or go to

www.smartditch.com

--more--

P. 2 - SmartDitch Now Comes in Three Colors, Cont'd

Photos & Captions:



The 12" and 24" SmartDitch™ Trapezoidal Channel now comes in Basic Black, Environmental Green, and Desert Tan. The new color options are well suited for golf courses, residential areas, municipal and private airports, and forestry projects.

A 12" SmartDitch, in "Environmental Green", was recently installed to control stormwater runoff on a slope near an industrial property in Wisconsin.



About Penda Corporation

Penda Corporation is the #1 heavy-gauge thermoforming manufacturer in North America. Penda channels its expertise in plastics engineering and manufacturing into three market-leading businesses: truck accessories for both Original Equipment Manufacturers (OEM) and Aftermarket; HDPE thermoformed water management solutions; and custom solutions. Penda is a global leader in materials research, product development and manufacturing, with a 40-year heritage of developing and producing award-winning products.

--End--