

**October 6, 2010**

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## **WILD BIRDS UNLIMITED LAUNCHES ECOCLEAN BIRD FEEDERS WITH ANTIMICROBIAL PRODUCT PROTECTION**

**Reno, NV** – Moana Nursery, northern Nevada’s premier nursery and garden center, is excited to announce the new Wild Birds Unlimited line of EcoClean bird feeders. Wild Birds Unlimited is revolutionizing the way people feed their backyard birds. Available exclusively at Wild Birds Unlimited, EcoClean bird feeders protect themselves against the surface growth of bacteria, mold, mildew, fungus and other microbes.

Wild Birds Unlimited EcoClean technology (patent pending) incorporates Agion, an antimicrobial agent which is based on naturally occurring silver. Silver is a naturally occurring element that has been proven effective in fighting a wide range of microbes.

When microorganisms come in contact with an Agion treated surface, silver ions are released on demand to the surface of the product to combat the organism. Agion works against microbes in three ways:

- It starves microbes by interrupting the cell’s ability to process food.
- It sterilizes microbes by not allowing them to multiply.
- It suffocates microbes by blocking their oxygen intake.

Some antimicrobial products use synthetic chemicals or volatile organic substances, and these can be potentially toxic and dangerous at inappropriate levels. No such dangers are known to exist for silver.

Agion is registered with the EPA for a broad range of uses, including consumer food and water contact. And though it is already extensively used for applications in health care and apparel products, Wild Birds Unlimited is the first to use Agion for the hobby of backyard bird feeding.

“We are excited to bring this antimicrobial technology to the wild bird feeding industry,” said Jim Carpenter, President of Wild Birds Unlimited. “With EcoClean on the label, our customers are assured that their feeder is inhibiting the growth of microbes 24/7.”

Moana Nursery has three Wild Birds Unlimited stores in Reno and Sparks, which are a part of the original and largest franchise system of backyard bird feeding and nature specialty stores with over 300 locations throughout the United States and Canada. Wild Birds Unlimited specializes in expert information and offers an exclusive line of products designed specifically for the hobby of backyard birdfeeding. Visit their website at [www.wbu.com](http://www.wbu.com) or any of their three Moana Nursery Garden Centers at 1100 W. Moana Lane, 11301 South Virginia St., and 7655 Pyramid Hwy. for more information.

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### **Top 100 List of Revolutionary Garden Centers in the US – 2009 & 2010!**

Since 1967, locally owned Moana Nursery has been serving the landscape and gardening needs of northern Nevada and the high desert from three locations in Reno/Sparks. Moana Nursery also specializes in both residential and commercial landscape design and installation, at 1190 W. Moana Lane . . . its Landscape & Design Center. The Moana Lane garden center offers unique garden & home gifts, an outstanding selection of greenhouse plants and a full-service florist. The South Virginia Street garden center is also home to Tree Land (5 acres of specimen trees), Moana Rock and Moana Waterworks which specializes in water feature design/installation. The Pyramid Highway garden center is a full service nursery that will grow to almost 6 acres during the next two years . . . with its own Tree Land, greenhouse and Moana Rock yard for both retail and contractor customers.