

Sumitomo Corp. purchases equity interest in Innova

WESTMINSTER, Colo.—Sumitomo Corp., one of the world's largest trading companies, and its U.S. subsidiary, Sumitomo Corp. of America, have purchased a substantial equity position in Innova Corp. Innova is a publicly owned company that is the sole U. S. distributor of a new-technology product in soil science called Isolite. Isolite is manufactured by Isolite Insulating Products Co. Ltd., and distributed by Sumitomo Corp.

Sumitomo has entered into a stock purchase agreement with Innova whereby Sumitomo has invested \$1 million in Innova in return for non-public, non-voting, preferred stock in Innova. Announcement of Sumitomo's investment was made by Innova President and Chief Executive Officer William D. Leary.

Leary said, "Sumitomo's investment strengthens our company and adds to our long-term commitment to bring environmentally significant products to the North American marketplace."

Innova also markets an infrared service known as Remote Sensing which complements Isolite and enables users to detect disease, stress, and other costly problems in plants before they can be seen by

the naked eye.

The principal link between the emerging-growth company in Westminster, Colo., and the multinational giant is Innova's aggressive marketing of Isolite. "Isolite is a soil modifier which provides benefits and problem solving capabilities never before available, and we believe it to be one of the most significant products to be introduced in the agronomic industry in many years," said Lou Haines, Innova's vice president of technical operations.

Isolite is formed from a unique variety of diatomaceous earth that primarily contains the fossils of sea algae and plankton. Isolite Insulation Products Company developed the process of mining this diatomaceous earth, and through extrusion and heat treating, creates small, hard granules that are 70 percent porous. The result is an environmentally safe, permanent soil modifier that helps roots flourish, conserves water and builds healthier plants while reducing plant maintenance costs.

Since obtaining the exclusive U. S. rights to Isolite, Innova has established a nationwide distribution network to introduce the product to a wide variety of users. Although the initial users of Isolite are golf courses, other users include sports stadiums, nurseries, botanical gardens, municipalities and home gardeners.

To support its marketing efforts, Innova has assembled a professional management team in the fields of agronomy, horticulture, biological science, sales, marketing

and finance. The company's board of Directors includes several members accomplished in these fields and is headed by Robert B. Lange, founder of Lange Ski Boots, Inc., and includes Dr. John Hernandez, former deputy director of the EPA.

The headquarters of Innova Corporation are located at 8670 Wolff Court, Suite 170, Westminster, Colo. 80030. The Denver area phone number is (303) 426-4383; nationally, the number is (800) 533-7165.

Tee Master forms new division

Tee Master Inc. has formed a Builders/Developers/Designers Division.

Rik Holliday, currently regional sales manager located in Dallas, and Fred Palacios, regional sales manager in Southern California, will head the division to provide those entities a single point of contact for all of their telecommunications needs.

Tee Master Inc. had concentrated its sales efforts on the VIVA Voice Pro automated tee time reservation system. Deciding that new courses would be an ideal market for their product, "we decided to channel over 20 years of experience and industry contacts along with a love for the game of golf into the new division," said Palacios, director of operations.

The BDD division offers a single point of contact for telephone systems, call processing applications (automated attendant, reservation systems and voice mail), paging equipment, computer equipment, and voice/data cabling. Tee Master has reached agreements that can provide services for courses anywhere in North America. Negotiations are under way to expand operations to the Far East and Europe.

Holliday, now director of marketing, said: "It is our belief that builders, developers, and designers want to concentrate as much of their efforts as possible on the course itself. By providing a single point of contact for all of their telecommunications needs, Tee Master allows that to take place. This in no way diminishes our efforts to bring the VIVA Voice Pro to existing facilities..."

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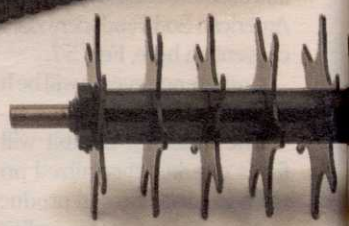
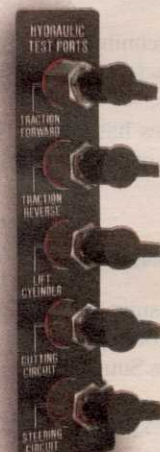
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The Toro Company, Commercial Marketing Services, 8111 Lyndale Ave. So., Minneapolis, MN 55420.