



Press Release

Source: Innovative Technologies

Bethel Farms comes on board

Arcadia Florida based Bethel Farms Inc starts using GrowerLive 1st quarter 2010

January 2010

Arcadia, FL: Bethel Farms, a Sod Industry Leader, being faced with the increasing pressure to switch to VMI (Vendor Managed Inventory) has recently contracted with Innovative Technologies Group, creator of GrowerLive. GrowerLive is a web based application that acts as a complete sales and management tool that plugs growers into their sales locations.

GrowerLive will allow Bethel Farms the ability to increase efficiency in several areas. By bringing up to the minute information in house, GrowerLive eliminates the need for outside merchandising costs and accommodates real-time inventory at their satellite farms. Bethel also discovered that GrowerLive would help them reduce shrinkage and effortlessly stock to the rate of sale.

Deke Darsey, CEO of Innovative Technologies said, "GrowerLive is specifically developed for growers like Bethel Farms. The increased efficiency could help them save a substantial amount of time and money."

ABOUT INNOVATIVE TECHNOLOGIES: Based just outside Tampa, FL, Innovative Technologies primarily develops Business to Business applications. They have long term relationships with a wide variety of industries including over 12 years in the grower and live goods industry. For more information visit inntec.com or growerlive.com.

ABOUT BETHEL FARMS: Based in Arcadia, FL, Bethel Farms has been an Industry Leader in Sod production and sales since 1958. Bethel is dedicated to continuing production of quality Sod at exceptional value, utilizing the newest technology and ideas, while retaining the values and service that our company was founded on.