



October 22, 2012

FOR IMMEDIATE RELEASE

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SEATTLE ANGEL INVESTORS AT NWEN'S START-UP COMPETITION VOTE SUNCREST™ FARMS INTO THE TOP 5 OUT OF 50 COMPETITORS DURING THEIR BI-ANNUAL FIRST LOOK FORUM AT THE HUB IN DOWNTOWN SEATTLE.

SEATTLE, WASH. — (TUESDAY, Oct. 16, 2012) — *SUNCREST™ FARMS* has been voted one of the “Top 5” new entrepreneurial start-ups in the Pacific Northwest after a 6-week long competition hosted by Seattle’s Northwest Entrepreneur Network (NWN).

Fifty-two start-ups submitted their business plans this fall. After several rounds of in-depth coaching and two rounds of cuts, 12 early-stage, growth-oriented start-ups from every segment of innovation in the Pacific Northwest — presented to the investor community for the first time. More than 140 people attended Tuesday night’s event, with representatives from over 20 venture firms, investment firms, angel groups and individual investors.

Suncrest’s 5-minute pitch described them as a Seattle-based cleantech company that uses proprietary hydroponic technology to grow lettuce and leafy greens in large ponds of nutrient-rich water, without soil. The company intends to build a network of high-yield greenhouse facilities across the U.S. within 100 miles of major metropolitan areas to provide lettuce that is “Always Local. Always Fresh.™”

“Right after presenting, an investor came up and said — ‘your pitch was #1 in my book.’” said Suncrest’s Founder and CEO, James Day. “All I could think was, please vote with your checkbook!” After being invited back as one of the Top 5, Day described some of the company’s proprietary technology called Hydroponics 2.0™, followed by a Q&A by several prominent venture capitalists.

Suncrest is pre-revenue with plans on building modular control systems in the Seattle area to accelerate the development of facilities across the U.S. The company plans to start operations in Dallas, Texas, where Day owns 55,000SF of greenhouses, and where it intends to build its first major production facility which will also serve as a training center for hydroponic growing teams from all over the country — and eventually, the world.

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About Suncrest Farms

SUNCREST FARMS is a Seattle-based company that uses proprietary hydroponic technology (Hydroponics 2.0™) in local-footprint, high-yield greenhouses to grow premium-quality lettuce and “green-leaf” produce 365 days/yr. within 100 miles of urban centers across the U.S. Founded by James Day, a start-up veteran and marketing executive with 25 years working with Fortune 500 firms in multiple industries, the company has put together a stellar management team including, commercial growers, engineers and a chief scientist, Dr. Gordon Snyder, who was a principle scientist for NASA working on hydroponic lettuce growing algorithms for the International Space Station. Suncrest’s first facility is planned for Dallas, TX where Day owns a large greenhouse facility that will be converted to hydroponics once funded.

About Northwest Entrepreneurial Network (NWEN)

Since 1985, the Northwest Entrepreneurial Network (NWEN) has been the hive of the Pacific Northwest entrepreneurial community. The organization is fueled by the energy and passion of almost 800 members, who come together to connect, learn and share via an annual roster of more than 60 events. As a non-profit organization, NWEN relies heavily on the generosity and support given by its members and generous local sponsors. The organization has two full-time staff members — Executive Director Dan Rossi and Assistant Director Caitlin Goetze — and an active Board of Directors.

Fall 2012 First Look Forum (Tuesday, October 16th)

This biannual invite-only investor showcase features 12 early-stage, growth-oriented startups from every segment of innovation in the Pacific Northwest — who are presenting to the investor community for the first time. The culmination of an in-depth coaching program, this fast-paced afternoon ends with the audience voting to select five finalists who in turn pitch to a panel of the region’s top venture capitalists. With annual attendance of over 120 representatives from over 20 venture and investment firms and angel groups, this event is truly one of a kind...and the only service providers in the room are the event sponsors.

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