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FROM DREAM TO MAINSTREAM

PRESS RELEASE

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LASCO Names Minnesota Grower Ethan Johnson as Authorized Lightning Weeder Distributor After Proven Field Performance

After purchasing his first Lightning Weeder in 2023, Johnson now helps growers throughout the Red River Valley combat herbicide-resistant weeds through demonstrations, sales, and support.

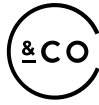
MEDFORD, MN (June 2026)— As rising food prices continue to strain American households, farmers face growing challenges keeping crops healthy and productive. Herbicide-resistant weeds are spreading rapidly across global agricultural systems. According to the International Herbicide-Resistant Weed Database, there are more than 540 confirmed cases of herbicide-resistant weeds worldwide involving 273 weed species and resistance to 168 different herbicides across dozens of countries¹. As resistant weeds increase pressure on yields and production costs, growers are actively seeking practical solutions that help reduce dependence on chemical-only weed control programs while maintaining profitability.



One grower who found a solution firsthand is Ethan Johnson of Glyndon, Minnesota. After purchasing a LASCO Lightning Weeder™ in 2023 and putting the technology to work on his family's sugar beet operation, Johnson has now become an authorized LASCO distributor through his company, Red River Zapping, serving growers throughout Minnesota's Red River Valley region.

The Red River Valley is one of North America's most productive sugar beet-growing regions², where weed pressure and herbicide resistance can significantly impact crop performance and farm profitability. Johnson says the Lightning Weeder quickly proved its value by helping control weeds that survive

conventional herbicide programs.



"We have seen excellent results controlling herbicide-resistant weeds that chemicals can't touch," said Johnson. "Last season we custom-applied the Lightning Weeder for more than 25 farms throughout the region. My brothers and I ran the machine around the clock for over two weeks, and I was incredibly impressed by its reliability and performance."

Developed by LASCO Manufacturing, the Lightning Weeder utilizes the company's patented Electric Discharge System (EDS), delivering electrical energy directly into unwanted weeds. The process rapidly heats moisture within the plant, damaging plant tissue from root to shoot while helping growers reduce reliance on repeated herbicide applications.

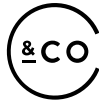
Innovation at LASCO begins in the field alongside farmers who understand the challenges of modern agriculture. Driven by its brand promise, "Inspired by Farmers. Grounded in Performance," LASCO developed the Lightning Weeder to provide growers with a durable, user-friendly, chemical-free weed management solution that complements existing farming practices.

Johnson's confidence in the technology grew after comparing it directly with competing electric weed control equipment.

"After spending more than 30 hours operating another electric weed control system, I knew we needed another Lightning Weeder," Johnson said. "The user-friendliness of the LASCO system is unmatched. We ultimately sold the competing machine and invested in another Lightning Weeder because it simply performed better for our operation." As herbicide resistance continues to spread throughout major crop-producing regions, growers are increasingly adopting integrated weed management strategies that combine conventional practices with innovative technologies³. Electrical weed control is gaining attention as a practical tool for controlling late-season weed escapes and herbicide-resistant species while reducing long-term dependence on chemical-only weed management programs. Today, through Red River Zapping, Johnson provides demonstrations, consultations, sales support, parts inquiries, and basic service assistance for growers interested in implementing electric weed control technology. He primarily serves growers throughout the Red River Valley and within approximately 100 miles of Fargo, while continuing to expand support into surrounding agricultural communities.

Growers can schedule demonstrations by appointment at the Johnson family farm in Glyndon during the growing season. Johnson will also showcase the technology at a regional farm expo hosted near Georgetown, Minnesota, on September 13. Complimentary phone and Zoom consultations are available to discuss equipment compatibility, tractor setup, and integration into existing weed management programs.

"Herbicide resistance is a growing challenge that continues to increase costs and complexity for farmers," Johnson added. "The Lightning Weeder has helped us stay competitive, and I'm excited to help more growers throughout the region evaluate whether this technology can benefit their operations."



For more information about demonstrations, consultations, or Lightning Weeder availability in the Red River Valley region, contact Ethan Johnson at Red River Zapping at (701) 866-1354 or RedRiverZapping@gmail.com.

For more information about LASCO Lightning Weeder, visit www.lightningweeder.com.

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About LASCO:

LASCO develops chemical-free weed control technology that helps farmers reduce weed management complexity, support soil health, and reduce dependence on chemical inputs. The LASCO Lightning Weeder utilizes a patented Electric Discharge System (EDS) to deliver effective weed control while protecting crops and supporting long-term agricultural sustainability.

For more information about LASCO Lightning Weeder, visit www.lightningweeder.com. To schedule an interview, contact Peter Berg at peter@christieand.co

¹ International Herbicide-Resistant Weed Database, Weed Science Society of America (2025): <https://www.weedscience.org/Home.aspx>

² Red River Valley Sugarbeet Growers Association: <https://www.rrvsga.org>

³ USDA Integrated Weed Management Resources: <https://www.usda.gov>