

FOR IMMEDIATE RELEASE

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Add Delicious Color with New 'Crème Brulée'

Vista, California, March 2010— Gardeners everywhere can add delicious color to their garden with the brand new 'Crème Brulée' petunia. The flowers of 'Crème Brulée' stand out with their unique deep russet throat that blends into a honey hued middle with touches of pink on its creamy border.

Hanging baskets and containers are a great way to show off the nice mounding growth habit of this exceptional garden plant. Individual plants can grow up to 12" high and over 18" wide, making this petunia a great choice for mass landscape plantings.

"The unique hues of russet, honey and soft creams tie in beautifully with the natural colors that are currently popular in home decorating. 'Crème Brulée' has that same soft and natural color pallet," comments Lisa Heredia, program manager for VIVA!. "Garden center customers will be attracted to its interesting combination of color tones."

'Crème Brulée' petunia is from the Potunia[®] breeding line by Dummen. It was specifically chosen for the premium VIVA! brand at The Home Depot[®] and will be available in all stores nationally this spring.



The VIVA! program introduces a variety of new and noteworthy flower varieties into the U.S. and Canadian markets and contains a mixture of annuals, perennial and woody 'color' for use in home landscapes by home gardeners or landscapers. By looking at new flower breeding from around the world, VIVA! and The Home Depot bring innovative new garden ideas to homeowners from coast to coast.

Floragem is a horticultural marketing company that works with The Home Depot on the VIVA! collection of flowers grown by The Home Depot grower network and sold exclusively through The Home Depot. Consumer information on VIVA! plants is available at www.vivagarden.com or to the press in the press room of www.floragem.com.

For more information on Petunia 'Crème Brulée', please contact Lisa Heredia at Floragem, 941-483-3134 or lheredia@floragem.com.

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