

FOR IMMEDIATE RELEASE

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Take a Look at Lily Looks

Vista, California, April 2011 — Lily Looks is the new generation of Asiatic lilies. In the past several years, advanced breeding in lilies has created a much more compact plant with more blooms, more colors and patterns, stronger stems and long lasting garden performance.

'Lily Looks' is available in multiple colors, and new for 2011 are bicolor blooms and unique color patterns.



Hardy down to -20°F, this full sun plant will get 24" tall in the garden.



'Lily Looks' are excellent border and patio plants. They also make great cut flowers and are an easy way to brighten up the garden. These new Asiatic lilies in particular are exceptional perennials, simple to grow, hardy and long-lived. Divide bulbs in the fall every several years.

"These plants have stronger stems, higher bud count and are better in every way," states Ray French, product manager of the VIVA! line. "Better bud count will lead to more flowers – both in the garden center and then in the home landscape. We want consumers to ask for 'Lily Looks' in particular because they really are better."

VIVA! 'Lily Looks' Asiatic lily will be available nationally at The Home Depot® in spring 2011.

VIVA! is the premier plant program nationwide at the Home Depot. VIVA! has introduced 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.

Additional information on VIVA! plants is available at www.VivaGarden.com, homedepot.com, or in the press room of www.floragem.com.

For more information on the VIVA! line of plants, please contact Lisa Heredia at Floragem, 941-483-3134 or LHeredia@Floragem.com.



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