



FOR IMMEDIATE RELEASE

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Twice the flowers, Twice as often – is 'Doublicious'

Vista, California — New hydrangeas are all the rage as breeders have added repeat flowering to the traditionally once a year color show. New 'Doublicious' takes this one step further by not only flowering twice a year but also having double the flower petals!! Now twice the flower power twice as often!

Offered exclusively at The Home Depot this innovative new plant is part of the VIVA! collection and is offered in 2008 in selected southern regions of the US. Homeowners throughout Texas and the Southeast will be the first to enjoy the amazing color explosion from 'Doublicious'. A soft pink color with dark green foliage, this hydrangea is hardy to zone 4 and will have a finished plant height of over 3'.

The VIVA! program introduces a variety of new and noteworthy flower varieties into the US 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.



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