

FOR IMMEDIATE RELEASE

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Add Delicious Color with New 'Crème Brûlée'



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

Like most petunias, 'Crème Brûlée' will grow best with full sun, moderate amounts of water, and a good dose of slow release fertilizer. 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, filling out a landscape planting nicely.

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



VIVA! 'Crème Brûlée' Petunia can be found nationwide at The Home Depot® stores 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 Brûlée', please contact Lisa Heredia at Floragem, 941-483-3134 or lheredia@floragem.com.

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