



FOR IMMEDIATE RELEASE

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Impatiens for Full Sun!

Vista, California, February 2008 — We broke a few gardening rules with the introduction of VIVA! SunPatiens as the hot new flower at The Home Depot. An impatiens for full sun and all day heat conditions will solve many gardening problems, and for 2008 VIVA! SunPatiens adds new colors and new plants for patio pots, hanging baskets and garden beds.



Novel breeding has led to a flower that thrives in hot sun while retaining all the characteristics of impatiens – easy flowerings, no deadheading, few pests, and all season flowering.

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 to 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 please contact Lisa Heredia at Floragem, 941-483-3134 or lheredia@floragem.com.

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