

For Immediate Release

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McGregor's New Website Launches Four Seasons™ Program With E-Commerce

Carlsbad, CA—March 29, 2005—McGregor Plant Sales launches an exciting new website created to meet the diverse needs of professional growers to reduce risk, increase sales, and improve profitability. McGregor's new site www.mcgregorplantsales.com provides significant value-added benefits for new and long-standing customers.

The site at www.mcgregorplantsales.com is easy to navigate, updated frequently and has a completely new look and feel. The stylish new site also loads quickly, to accommodate professional growers with all types of Internet access.

"The new site was designed specifically to save growers time and money," said Doug McQueen, National Sales Manager. "Growers faced with the days-long task of finding and ordering plants that fit seasonal programming requirements need a tool to make their lives easier. Our growers asked us to give them a powerful, but simple plant sourcing system and this is what we did."

"For example, if a grower needs to set up a 4 inch program that finishes in 6 weeks with a red bloom, they can do it in just a few moments on the new McGregor's website www.mcgregorplantsales.com. Or, a grower can filter for items of a specific bloom season, plant type, zone, and finishing time" McQueen continued.

"The sourcing engine parameters are open and flexible to accommodate all types of growers and programs—from herbs to groundcovers, from annuals to perennials and semi woodies. What's really useful is that the search results are displayed along side real time availability and online ordering. That's where we save growers a great deal of time! If a variety appears that our customers are unfamiliar with they can just click on it and pull up detailed cultural information with a large photo," McQueen added.

"Our customers' reaction to the new site is very positive," McQueen said. "They say we're way ahead of anyone else in the market. The website is capable of taking a project that once took days to complete down to 10 or 15 minutes. But, we didn't stop there. We knew we needed to

save growers both money and time so the site also has features that make sure the boxes are full when the orders are complete. This helps to minimize the landed costs after freight.”

“Other growers appreciate the flexibility of 7/24/365 access to orders. If they need to add to orders, edit them or cancel them they can do it on their own time. “Of course,” McQueen added, “McGregor’s very capable support staff remains ready to process orders and changes just like we always have, but some growers like the web site flexibility.”

The website’s real time availability goes out up to 40 weeks to accommodate both early order discounts and the ability to reserve difficult-to-find varieties before they’re sold out. Online order history makes it simple for growers to review previous favorite varieties and save time in sourcing and specifying plants for repeat programs.

With extensive breeder resources, McGregor’s continuously introduces new varieties all year round. The flexibility of the website helps the company add new varieties at any time of the year. This element allows McGregor’s to be more flexible with customers’ needs for new plants to produce.

The website is part of McGregor’s recently announced Four Seasons™ program. The program serves the grower with great plants and genetics that sell themselves on quality. It maintains the practice of pre-advisors to notify growers the day before a shipment arrives at their facility. The program ensures shipments are tracked from the farm to their door by FedEx. The Four Seasons URC Program is designed to deliver prompt, reliable service for very high quality URC that growers can count on all year. Visit McGregor’s at www.mcgregorplantsales.com to view the innovative, worldwide selection and experience their renowned customer service.

McGregor Plant Sales

Professional greenhouse growers and wholesale nurseries throughout the USA and Canada have come to recognize McGregor Plant Sales, Inc., as one of the industry’s most reliable sources of un-rooted cuttings and other plant starter stock. The company’s responsive 24-hour order confirmation, innovative Pre-ship Advisor Program, 97% order fill rate, 98% on-time delivery record and less than 1% credit return rate helps growers large and small to reduce their risks and costs, while simultaneously expanding sales and profits.