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McGregor Customers Celebrate 20th Anniversary with Rewards

Carlsbad, CA—March 1, 2005—McGregor Plant Sales' customers are celebrating its 20th Anniversary with exciting rewards. McGregor's customer relationships have grown solidly for two decades across the US and Canada because of its relentless commitment to helping professional growers save time, save money and improve reliability.

“Since 1984, professional growers have counted on McGregor for innovative tools to increase speed, improve accuracy and add value. We want to say thank you to both our long term customers, and to welcome new ones, by continuing our value-add tradition. So we are offering a variety of 20th Anniversary Celebration Rewards.” said Tom McGregor, President and Founder of McGregor Plant Sales.

One example of innovation is the recently announced Four Seasons Un-Rooted Cuttings Program™ that helps professional growers save time, save money and improve reliability. The Four Seasons URC Program offers both high quality varieties and top-notch service, like its Pre-Advisory Shipment and website ordering with real time 40-weeks availability to allow for plenty of advanced planning.

Customers setting up a Premier Anniversary Contract for their new/exclusive varieties from FlorExpo will receive a bonus of 20,000 free URCs.

The bonus URCs are in addition to the many time-saving, cost-saving benefits of Four Seasons URC Program, such as new proprietary and open varieties and volume discounts.

Growers able to travel to Costa Rica are cordially invited to join McGregor for a free guided tour of FlorExpo farms and much more. Growers can learn first hand how to reduce risk, increase ROI and bring the latest, best-selling varieties to their customers. Make your travel plans and join other innovative growers for McGregor's Customer Appreciation Day at the FlorExpo farm. McGregor is hosting breakfast, lunch and dinner for this special informative and fun event on September 14th, 2005. Hotel and travel to Costa Rica are paid by customers.

For great reading while flying to Costa Rica—or for growers that can't take time for travel—McGregor's is offering a Free Growers' Guide. The McGregor's 20 Frequently Asked Questions Guide on URCs and FlorExpo is filled with insider industry tips on improving ROI with the URC Program. Growers can contact Shaunna at Shaunna@mcgregor.com for their copy.

Finally, growers can find out how to reward themselves with a \$20 credit in their next invoice. All they have to do is refer a new customer to their McGregor sales rep.

To learn more about the great ROI benefits of McGregor's unique URC offerings, professional growers should contact their Local McGregor Representative. McGregor Representatives are located across North America so that they are always less than one day away from customers in every major growing region. Visit www.mcgregorplantsales.com and select "Contacts and Addresses" to call your nearest McGregor Field Advisor and learn more about the 20th Anniversary Customer Rewards.

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.