

**For Immediate Release:
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McGregor Plant Sales Inc, Floreexpo and Westhoff sign new license agreement.



December 2006, Westhoff and McGregor Plant Sales Inc. signed a licensing agreement on genetics to be produced by Floreexpo.

The agreement opens additional sales and production channels for Westhoff genetics in the US and Canada in the 2006/2007 season.

“The addition of Westhoff’s genetics to the Floreexpo line gives us excellent depth and diversity in our annuals selection for 2007,” says Doug McQueen, VP of McGregor Plant Sales. “Highlights for 2007 include three new compact Sanvitalia varieties that are great for baskets. Further, we added the new extremely weather tolerant Power Phlox Annuals Series. Six colors have an upright, well branched habit compared to other series. Finally, we selected Osteospermum Mini orange, the most compact orange flowering osteospermum on the market. This variety does not require growth regulators for a 4 inch pot.”

The agreement includes fourteen varieties of annuals:

Argyranthemum Beauty Pink	Phlox Power Phlox Red ^{PPAF}
Argyranthemum Beauty White	Phlox Power Phlox Sky ^{PPAF}
Argyranthemum Beauty Yellow	Phlox Power Phlox Violet ^{PPAF}
Osteospermum Mini Orange ^{PPAF}	Sanvitalia Ariba
Phlox Power Phlox Hot Pink ^{PPAF}	Sanvitalia Sunny Star
Phlox Power Phlox Light Pink ^{PPAF}	Sanvitalia Tequilla
Phlox Power Phlox Purple Star ^{PPAF}	Scaevola aemula Top Pot White, ^{PPAF}

Growers will be able to source genetics in URC form direct from McGregor Plants Sales and have them shipped direct to door from Floreexpo in Costa Rica.

McGregor Plant Sales and Florexpox offer a flexible online ordering and order management system which allows growers to view and edit orders in real time to live availability.

More:

McGregor Plants Sales is a full service brokerage in the US and Canada specializing in young plants from around the world. Very high quality Liners, Bare Root, URC, plugs, Tissue Culture, Air Layer and other plants starts are available year round. For more information visit www.mcgregorplantsales.com

Florexpox is a world class producer of un-rooted cuttings in Cartago Costa Rica. Independently monitored virus indexing from Agdia, and USDA certified production with expedited, temperature controlled shipping make Florexpox a world leader in URC production.

Westoff is a modern, world renowned breeder and distributor of annuals and pot crops and has been growing and innovating since 1958. Breeding at Westoff means breeding in terms of the gardener.

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Pictured above in order of appearance

Phlox Power Phlox Violet^{PPAF}

Osteospermum Mini Orange^{PPAF}

Scaevola aemula Top pot White,^{PPAF}

Phlox Power Phlox Purple Star^{PPAF}

END