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**FLORENNIALS™, YEAR ROUND BLOOMING TROPICALS FOR FLORIDA HOMES,
EXCLUSIVE FOR LOWE'S STORES**

Goulds, FL – March 29, 2007 – Costa Farms announces the introduction of its proprietary brand Florennials™, a Florida-select line of bedding plants that thrives in the heat of the region. This line will be exclusive for Florida Lowe's stores.

Florennials™ are a mix of annual bedding plants, specifically chosen by expert Florida growers to withstand the Florida sun all year. They provide consistent, long-lasting blooms, which attract hummingbirds and butterflies, season after season. With Florennials™ plants, there is no need to replant every year.

The Florennials™ variety includes: Canna Lily, Duranta, , Pennisetum, Echinacea, Rudbeckia, Ruellia, Euryops, Strobililanthos, Cuphea, Blue Daze, Duranta, Jacobina, Rhoeo, Salvia, Sanchezia, Lantana, Pentas, Asiatic Lily, and Plumbago, among others.

Florennials™ will be available at all Lowe's Stores in Florida starting this spring.

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About Costa Farms

Costa Farms is the premier foliage and bedding plant grower in the United States. Costa Farms was founded in 1961 by Jose Costa. The business began with a few acres and is now a 3rd generation family business with over 2,200 employees spread over 2,600 acres.

Along with thriving foliage and bedding plant divisions, Costa Farms operates merchandising and transportation companies as part of their infrastructure with operations domestically in South Florida, North Carolina, and Pennsylvania, and abroad in Dominican Republic and Costa Rica.

For more information about Costa Farms and informative facts about plant varieties, please visit www.costafarms.com