



## PRESS RELEASE FOR IMMEDIATE RELEASE

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# Esprit Miami, Inc. Celebrates 25 Years by Giving Away a Ford Van

**Miami, Florida, August 5, 2005** -- Esprit Miami, Inc. is celebrating its 25th anniversary on August 13, 2005. In honor of this achievement, the company is running an anniversary promotion with the winner receiving a 2006 Ford E150 Van.

#### 25 YEARS IN BUSINESS:

"I am humbled by this achievement," says Christine Martindale, founder and CEO of Esprit Miami.

"This can be a volatile industry, and I'm grateful to all of our growers, trade organizations, customers and employees who have been with us over the years and made this milestone possible."

In an era of consolidations and ever-increasing pricing pressures, privately-owned Esprit Miami remains independent and determined. Martindale further explains, "When I started this company, I never imagined it would bring me into contact with so many great people and places. I hope in the next 25 years, Esprit will have a positive impact on the industry, the members of our company, the growers and our customers."

#### FORD VAN GIVEAWAY:

Mike Lewitt, President of Esprit Miami, says proudly, "This is a truly exciting industry that tests you everyday. We are very proud that we not only have survived for 25 years, but have flourished. We wanted to share our success by providing one of our great customers with something that will help them in their business. A van is something all of our businesses can use."

The promotion will run from August 1st through September 30th and is open to existing Esprit Miami customers. Contact Esprit Miami for promotion details.

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#### ABOUT ESPRIT MIAMI, INC.

Esprit Miami, Inc. is a leading provider of fresh cut flowers, bouquets and consumer bunches to the Wholesale Florist and Mass Market industries. Esprit imports its products from around the world including Colombia, Ecuador, Peru, and Italy.

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