



PRESS RELEASE FOR IMMEDIATE RELEASE

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Linda Sapienza, left, and Joan Giambanco, right, staff the Esprit Miami booth at World Floral Expo 2006.

Esprit Miami Exhibits at World Floral Expo 2006

Miami, Florida, March 17, 2006 -- Esprit Miami joined 152 leading fresh flower growers and importers from 18 countries to exhibit at the Second Annual World Floral Expo in Miami Florida.

Qualified attendees traveled from all over the U.S. to see the diverse and elaborate displays of flowers from leading global suppliers and growers. Esprit Miami's exhibit was no exception. Displaying in the Ecuador Pavilion, Esprit showcased a winding river of red roses...a show-stopping 7,000 red roses...in a custom-designed booth.

"Esprit has gorgeous red roses. But we're more than red roses, and what better way to convey that than to use a massive display of red roses as a great conversation starter!?" Christine Martindale, President & CEO of Esprit Miami, explains proudly.

"It worked!" she further says. "Attendees stopped and asked about the roses, which led to some great conversations and many new leads."

World Floral Expo only allows qualified wholesale, retail and mass marketers with gross sales of over \$1 Million to attend the show. Exhibitors and attendees both are excited to return for the 2007 show where growers from Asia and the Pacific Rim will join the existing international exhibits.

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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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