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Esprit Miami Reaches Agreements with Breeders at Proflora 2005 for New Variety Test Crops

Cartagena, Colombia, October 7, 2005 -- The theme of this year's Proflora exhibition emphasized the importance of Colombian flowers to the world's flower market. More than 3,000 attendees from all over the world came to Cartagena to meet with premier growers and breeders from Colombia.

Colombian President Alvaro Uribe gave the keynote address at Proflora's opening ceremonies. His address was presented in English, with a translation provided in Spanish. President Uribe emphasized Colombia's

commitment to the flower industry, and cited both its economic and social importance to the country's future.

Also at the 3-day event were invitation-only special events hosted by breeders. Esprit attended several of these events where relationships with breeders were strengthened.

Esprit held additional talks with breeders during the exhibition. New variety testing and US Market trends were the focus. Two new rose varieties were selected for testing in partnership with the breeders, and a new one-cut-crop planting program for a Carnation grower was jointly developed.

"Proflora allows us to meet with premier growers and breeders all in one location. We've built mutually beneficial relationships over the years that have allowed Esprit to offer some of the newest and hardiest varieties to our customers," says Christine Martindale, CEO of Esprit Miami. "We work very closely with the farms and the breeders, helping them understand consumer trends so they can plant accordingly."

Proflora is a bi-annual show held at different locales throughout Colombia. The next Proflora show will take place in October 2007.

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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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