



## NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **Silver Vase Debuts World's First Blue Phalaenopsis Orchid** **A truly unique new variety widely available for the first time from Silver Vase**

**Homestead, Fla., January 19, 2011** – Silver Vase proudly introduces Blue Mystique, the world's first blue phalaenopsis orchid. Exclusive patented technology makes this new introduction truly distinctive.

"We're pleased to give a first look at the hottest new variety the orchid world has seen in years," said Silver Vase CEO Andrew Bartha. "Blue Mystique is truly the most unique orchid on the market."

Exceptional in any setting, Blue Mystique adds flair to home and office alike. Its long-lasting, lovely blooms shine electric blue on a dramatic single or double spike.

Blue Mystique thrives in low to medium light and comes in a 5" pot.

Silver Vase debuted Blue Mystique at the Tropical Plant Industry Exhibition (TPIE) in Ft. Lauderdale, Florida, January 19-21. Orders are being taken now.

#### **About Silver Vase, Inc.**

Silver Vase, Inc. brought year-round availability of Phalaenopsis orchids to the United States. Founded in 1988, the company is known as one of the most innovative potted plant growers in North America, revolutionizing the industry through many distribution and packaging changes. Today their fully robotized and environmentally friendly greenhouse operation produces more than 2 million units from nearly 1 million square feet of climate-controlled facilities. Silver Vase operates its own distribution network, serving a broad range of customers, and is the largest U.S. partner to Dutch breeder Floricultura. For more information visit [www.silvervase.com](http://www.silvervase.com).

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