

Village Nurseries and Monrovia Now Shipping Exclusive Plants for Landscape Professionals

ORANGE, Calif.—May 19, 2010—Marking the first anniversary of their Grower Alliance Program, Village Nurseries and Monrovia today announced the first plants from this strategic partnership are now shipping and will be available for landscape contractors, designers and architects in California, Arizona and Nevada.

The Grower Alliance Program was developed to meet the ongoing demand by landscape professionals for larger sizes of Monrovia's proprietary and patented plants the company is famous for developing. Village Nurseries, a specialty grower for landscape professionals, is growing the plants under strict quality control using [Monrovia's specialized soil ingredients](#) and will market them in Monrovia-branded containers.

“The Grower Alliance Program is a first for Monrovia,” said Bob Smiland, the grower's chief sales and marketing officer. “We selected Village Nurseries because the integrity of their management team matches our own.

“All Alliance plants are selected using two criteria: reliability, which reduces or eliminates call backs, and intriguing beauty, which will delight designers looking for a distinctive appearance. Therefore it's no surprise these plants have already won the confidence of the design specification community.”

David House, Village Nurseries CEO, added: “We began growing Monrovia plants a year ago. Obviously you can't hurry Mother Nature, so we're pleased the first plants are now trickling [into our saleable](#) inventory. The bulk of our offerings—including larger size plants in containers up to 24 inches—will come to market in 2011-2012. We expect this to coincide with a rebounding construction market, and we plan to meet surging demands with large containers of plants available nowhere else.”

Grower Alliance Program plants are sold exclusively by Village Nurseries to landscape professionals and are not available for retail sales.

About Monrovia

Monrovia is one of the world's largest producers of container grown plants, with more than 2,300 different varieties. Since it was founded in 1926 by Harry E. Rosedale, the company has introduced hundreds of patented plants, more than 220 of which are Monrovia exclusives. Monrovia plants are shipped to independent garden centers nationwide from its nurseries in Visalia and Venice Hills, Calif., Dayton, Ore., LaGrange, N.C. and Cairo, Ga. Throughout its history, Monrovia has pioneered many new technologies and new plant introductions. It remains a family owned entity. To find the nearest garden center that carries Monrovia plants, visit www.monrovia.com.

About Village Nurseries

Founded in 1976, Village Nurseries currently has major wholesale sales offices in Orange and Sacramento, California and more than 700 acres under cultivation in growing facilities located strategically throughout Northern and Southern California. In addition, the nursery has five specialty Landscape Center locations to serve landscape professionals in Brentwood, Del Mar, Huntington Beach, Orange, and Sacramento. The large wholesale nursery operation also serves the Arizona and Nevada markets, with penetration into Colorado, Idaho, New Mexico, Texas, Utah as well as the Pacific Northwest and Canada. For more information, visit www.villagenurseries.com.

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