



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Indigo Mystique™ Orchid Joins Best-Selling Blue Mystique™ With a little bit of magic Silver Vase turns a purple orchid indigo!

Homestead, Fla., July 20, 2011 – The hugely popular Blue Mystique orchid now has a sibling. Indigo Mystique, the latest introduction from Silver Vase, features rich, deep fuchsia blooms that become indigo with different electric shades.

“Since the incredible debut of our Blue Mystique orchid, consumers have clamored for another introduction,” said Silver Vase CEO Andrew Bartha. “We’re very pleased to add the Indigo Mystique orchid to the Blue Mystique family.”

Made with the exclusive patented technology that brought the market Blue Mystique, Indigo Mystique is infused from the inside to transform flowers to fuchsia and then intense indigo. Buds on the current stem will open to a range of shades because they were closed at the time of treatment. As the circle of life continues and the healthy orchid grows, a new stem will bring gorgeous fuchsia flowers.

Exceptional in any setting, Indigo Mystique adds flair to home and office alike. Its long-lasting, lovely blooms shine on a dramatic single or double spike. Indigo Mystique thrives in low to medium light and comes in 5" pots and in beautiful combinations with bromeliads, making a wonderful display item.

To order Indigo Mystique, contact Silver Vase at sales@silvervase.com or 800-872-6586.

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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.

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