



FOR IMMEDIATE RELEASE

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Crimson Pointe™ – *Prunus x cerasifera* ‘Cripoizam’ PP 19,564

A PERFECT FIT FOR TIGHT SPACES

MADISON, OH – June 12, 2012 – Speaking at the Northern Plant Symposium, Sally Benson, Editor, American Nurseryman magazine, stated that one of the industry and consumer trends continues to be larger homes on smaller lots. Crimson Pointe™ upright flowering plum is the perfect tree for tight spaces.

This recent introduction is an upright flowering plum reaching 20 feet in height with approximately 5 to 6 foot spread at maturity. Branches grow almost parallel to the main trunk. Extremely columnar form enables it to fit perfectly in today's limited space landscapes.

In addition, Crimson Pointe™ is a vigorous grower which is cold and heat tolerant making it a very durable tree while maintaining a well-groomed, polished form. Its growth habit is accentuated by rich merlot-burgundy foliage when combined with orange-bronze new growth creates a unique and colorful display.

Crimson Pointe can be grown in several forms; either branched close to the ground or limbed up for use as a street tree or with proper trimming when young, a multi-branched base can be established allowing it to be utilized as a shrub alternative to *prunus cistena*. Crimson Pointe™ is hardy to USDA Zone 4.

About LCN Selections

LCN Selections is the patent and trademark division of Lake County Nursery. This collection of plants was originally started by Jim Zampini in 1977 with his first patent on Weeping Candied Apple™ crabapple. He grew the portfolio to its present state of over 200 new plant introductions. A network of licensed growers across the United States, Canada, Australia and Europe offer LCN Selections as finished product and in liner sizes.

About UpShoot

UpShoot LLC is a 'total plant breeder communication provider' offering expert sales, licensing and marketing of new plant introductions to North America and Canada. UpShoot provides a wide range of services including new plant research and development, writing plant patents and licensing agreements for growers and breeders, and marketing services to promote new plants to licensed growers, retailers and consumers. For further information, please contact Maria Zampini at 440-812-4059 or 4064.

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