



FOR IMMEDIATE RELEASE

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UpShoot Launched by Zampini's

MADISON, OH – March 13, 2012 – As of January 1st, Lake County New Plants LLC transitioned into UpShoot™ LLC. The company has undergone a rebranding process to mirror its' recent expansion. In addition to its role as the sales, licensing and marketing agent of LCN Selections, it now is representing a host of other new plant introductions from around the globe. All plants that UpShoot introduces are evaluated for the following criteria being demanded by today's consumers – hardy plants that require little or no maintenance, disease free or tolerant cultivars which are dwarf, compact or slim in nature and of course selected natives and plants for sustainable landscapes.

“Jim Zampini and I left the daily operation of Lake County Nursery in April of 2009 to form Lake County New Plants, LLC. At that time, our main focus was on LCN Selections new plant introductions which are my fathers' life-long breeding and selecting work.” said Maria Zampini, President of UpShoot. “We will continue our mission with LCN Selections but are now also separately representing new plants from other hybridizers and bringing them to market worldwide.”

UpShoot prides itself on working hand-in-hand with licensed growers of all sizes nurturing new plants into successful products. “It was a natural time to distinguish ourselves as a separate company.” Zampini continued, “The rebranding will allow us to showcase who and what we are, highlighting our unique products and marketing services from breeders to plantsmen and growers to gardeners.”

Additionally, Maria Zampini recently joined Agricola Management Group, the exclusive licensee of the HGTV HOME Plant Collection and has been named their Director of Plant Development. Zampini says, “This new role connects me to an even broader scope of plants genetics as well as increasing my networking capabilities throughout all sectors of the green industry.

About UpShoot

UpShoot™ LLC is a ‘total plant breeder communication provider’ offering expert sales, marketing and licensing of new plant introductions to North America, Canada, Europe and Australia. UpShoot provides a wide range of services including new plant research and development, writing plant patents, trademarks 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 440-812-3249 or maria@upshoothort.com.

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