



FOR IMMEDIATE RELEASE

Name: Maria Zampini
Company: UpShoot™ LLC
Address: 5010 South Ridge Road | Madison, Ohio 44057
Cell: 440.812.3249
Office: 440.259.4059 or 4064
Fax: 440.357.7676
Email: maria@upshoothort.com
Website: www.upshoothort.com

Titan® and Highland Park® - *Elaeagnus umbellata* 'Tizam' PP 7750 and *Acer grandidentatum x saccharum* 'Hipzam'

AS TOUGH AS NAILS

MADISON, OH – April 6, 2012 – When it comes to not only surviving, but thriving during extreme hot and humid summer weather, Titan® Autumn Olive and Highland Park® Maple are two tough plants that tolerate tough situations. In fact, you can even throw poor soil into the picture and they can still handle it.

Titan® Autumn Olive is a remarkably durable shrub which succeeds in areas where few other plants will grow. Besides drought situations, it is also salt tolerant and practically maintenance free. It makes an easily controlled formal, estate or boundary hedge and is a natural barrier against noise. The only condition Titan® prefers to avoid is wet feet.

In the spring, Titan® is covered in a mass of butter colored, sweet scented flowers. Its leaves are a rich olive-green and are enhanced by a silvery underside. In the fall, red fruit attracts birds. A little known fact is that its berries produce more lycopene than tomatoes! Titan® has a Zone 3 USDA hardiness rating.

Highland Park® Maple is a tough and extremely hardy small growing tree that has all the attributes of a great street tree. A grandidentatum maple cross - and part of the Sugar Maple family - this tree exhibits exceptionally thick, leathery, tatter-proof leaves on a pyramidal form. Its summer foliage is a glossy, black-green which turns an orange-red in the fall. One additional attribute of this 'ultimate' Sugar Maple is its high sugar content. Its sap is 30% sweeter making it an excellent choice as a sugar bush for maple syrup production. It is a USDA Zone 4 plant.

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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