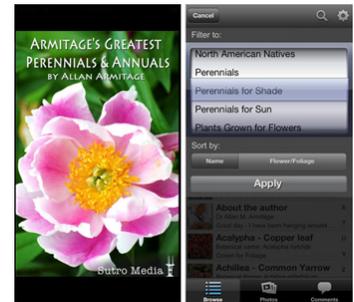




For Immediate Release

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App Drives Traffic to Your Store for FREE!

Madison, OH (April 18, 2014) - World famous Dr. Allan Armitage has developed a new garden app for Android and iOS platforms. [Armitage's Greatest Perennials & Annuals app](#) spans the gap between the horticultural industry and consumers.

Dr. Armitage selects his favorite annuals, perennials, ornamental grasses and vegetables, letting readers know why he chose them and provides hints for success in the home landscape. Users can filter annuals or perennials and select sun, shade or USDA zones. A unique and popular feature is the deer browsing rating for all plants. Numerous photos and videos supplement the plant-specific information.

Have Your Store at Consumers Fingertips

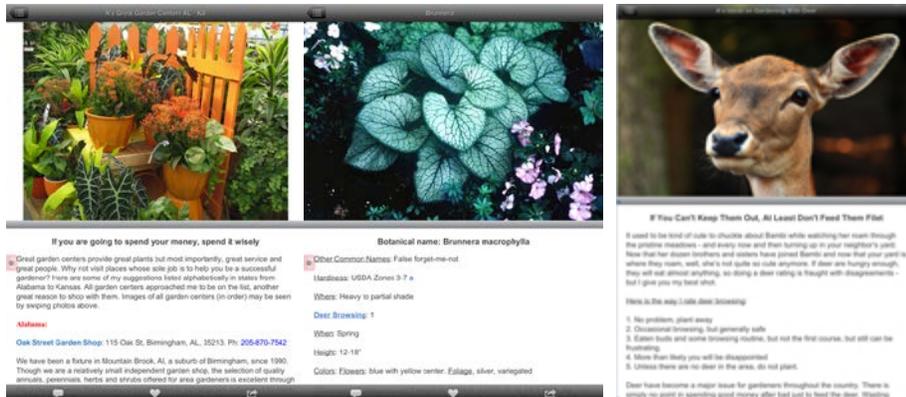
The Armitage app features an index of independent garden centers nationwide. It can help drive plant sales as it lists where Dr. A's recommended plants can be purchased.

Only IGC's are invited to be listed for FREE on the Armitage gardening app so sign your store up today by emailing [Dr. Armitage](mailto:Dr.Armitage).



Top 10 Benefits for Garden Centers

1. Exclusively offered to independent garden centers that can be featured **FREE** on the app – no box stores are listed.
2. Drives traffic to all your retail garden center locations.
3. Attractive to a younger generation attached to their cell phones and tablets.
4. App is a 24/7/365 sales person and 'expert' in your staff's back pocket.
5. Turns employees into educated sales people at the swipe of a screen.
6. Staff using and promoting app to customers fosters gardening success, less returns and repeat business.
7. Educational tool for perennial and annual team members – it's like taking a course on horticulture directly from Dr. Armitage.
8. Merge app promotion and plants your store carries into integrated social media and marketing campaigns.
9. Demonstrates your business is “with it” from a technology standpoint.
10. Recognized by the [National Garden Bureau](#) and [New England Grows](#) as a top 2014 gardening app – useful in all aspects of horticultural industry.





Garden Center Testimonials



plants. It is nice to

"The Armitage app is perfect for me and all of us at East Coast Garden Center. When a customer wants to know about a plant the app gives us instant access to everything we need to answer questions and make a sale. The videos are fun to watch and offer another method to showcase the have a hand-held botanic garden."

- Valery Cordrey, owner [East Coast Garden Center](#)



- Stephanie Wooton, [Garden Treasures Nursery & Organic Farm](#)

"A great tool, not just for the next wave of gardeners, but also for our garden center employees to be able to help customers make the right choices for their perennial gardens."

Even the Experts Agree



"Having Allan Armitage's app on **Greatest Perennials and Annuals** is the next best thing to having Allan personally by my side (or yours)," said Joe Lamp'I, Executive Producer & Host: [Growing a Greener World](#)® "If you're a fan of Armitage, you won't be disappointed by this app. His voice is evident all throughout this handy resource. More than just a database of plant information (which alone would be worth it), there's a listing of great garden centers around the country, Allan's tips for deer control, video links, Armitage words of wisdom and plenty of opportunity to leave comments or ask questions. Don't be surprised if you even get a personal reply from Dr. Armitage! One of my favorite and must-have apps for any gardener!"

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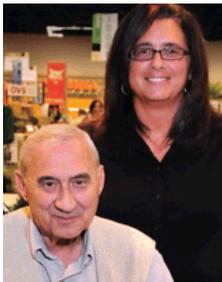


About Allan Armitage



Allan M. Armitage is an Emeritus Professor of Horticulture at the University of Georgia. He teaches, conducts research and runs the University's Horticulture Gardens. Dr. Armitage travels widely as a lecturer and industry consultant. He has received numerous awards from nursery trade groups and horticultural organizations. For more information or to request your garden center to be featured on the app, contact Allan Armitage at amarmitage@earthlink.net.

About UpShoot



UpShoot, LLC is a boutique horticulture marketing firm offering expert sales, marketing and licensing of new plant introductions and gardening-related products to licensed growers, plant breeders, retailers, garden media and consumers. For more information, contact Maria Zampini at **440-812-3249** or maria@upshoothort.com