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PRESS RELEASE

Mayesh Wholesale Florist Announces First Coast to Coast National Event

Mayesh Wholesale Florist announced that it is presenting its first ever National Open House and Design Contest for floral industry professionals, retail florists, and event designers. During the open house, in addition to the contest and great product offerings for the upcoming Valentine's Day holiday, Mayesh will be demonstrating several new online tools – ShopMayesh, Online Ordering, Online Price Quoting, and the Flower Library.

Los Angeles, January 7, 2011: Mayesh Wholesale Florist announced that it is presenting its first ever National Open House and Design Contest for floral industry professionals, retail florists, and event designers. During business hours on January 12, 2011, Mayesh will welcome customers into all 15 locations and host an open house and coast to coast design contest.

The centerpiece of the national event will be the design contest. Mayesh CEO Pat Dahlson said, "We are ecstatic that our customers have embraced the design contest and we look forward to a fun and competitive event." Contestants choose between three different contest boxes containing several different combinations of flowers. Mayesh is focusing on Valentine's Day products that do not include red roses, which is very expensive during the holiday. With over 240 contest entries from every location, a popular vote of guests and customers will crown a local winner at each location. Each local winner will move on to compete nationally with the grand prize winner earning a free trip to Los Angeles or Miami. National voting will take place from January 14 through the 20th. Be sure to vote for your favorite flower design at www.mayesh.com/voting.

In addition to the contest and great product offerings for the upcoming Valentine's Day holiday, Mayesh will be demonstrating several new online tools – ShopMayesh, Online Ordering, Online Price Quoting, and the Flower Library.

ShopMayesh is a 24/7 live inventory of quality fresh flowers which allows users to buy directly from our shipping departments in Los Angeles and Miami. The service allows for full box lot ordering from Miami and custom-packed orders shipped from Los Angeles. Online Ordering and Price Quoting is Mayesh's way of accepting current customer's orders or product pricing requests any time, from anywhere. To sign up for Mayesh's online tools, like ShopMayesh, visit <https://shopmayesh.com/login.aspx>.

The Mayesh Flower Library is a comprehensive guide to cut flowers complete with quality images. Unlike other guides, Mayesh will also be presenting a vast array of unique novelty product, in which it specializes – exotic orchids, garden roses, assorted pods, succulents and so much more. Mayesh is the leading supplier of fresh cut flowers to event designers across the country and their new Flower Library demonstrates why. Mayesh professionals possess an amazing breadth of product knowledge and they are happy to share it with the world!

Mayesh Wholesale Florist will announce its first National Design Contest Winner on January 21, 2011. Check back at www.mayesh.com/voting to view the winner.

Mayesh Wholesale Florist is a direct shipper and wholesale supplier of high quality cut flowers from around the world. Through its sophisticated internal infrastructure the company is able to maintain the cold chain from growers in the Pacific Rim, Central and South America, the Middle East, Europe, and North America to Mayesh's customers. From mixed boxes packed to specifications, to full grower packed boxes shipped directly from Miami, to flowers shipped for destination events, to hands on floral advice, Mayesh Wholesale Florist offers a unique array of services to floral design and event companies.