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FOR IMMEDIATE RELEASE
Thursday, November 17, 2005

Cape Flower Fields Announces Deadline for the Thanksgiving Designer Grade Protea Bouquet Deliveries

Attn: Business Editors

VALLEY CENTER, Calif.--(BUSINESS WIRE)-- Nov. 17, 2005--Cape Flower Fields announces that Sunday November 20th would be the order deadline to have our #1 Select Designer Grade Protea Bouquets delivered for Thanksgiving. All Protea bouquets will be shipped on Monday November 21st for a timely Thanksgiving delivery. Visit our website and place your Thanksgiving Protea Bouquet orders at <http://www.DiscoverProtea.com>.

We are also pleased to announce that Cape Flower Fields has been accepted as a member by the California Association of Flower Growers and Shippers. The California Association of Flower Growers and Shippers (NORCAL) is a non-profit trade association established to represent the professional needs and interests of the floral industry in California. They offer a variety of services to strengthen the floral and agricultural industries by increasing the flow of products from California to destinations throughout the world.

We are also proud to be part of the San Diego Grown 365™ Program of the San Diego County Farm Bureau. This is a program that promotes products and produce locally grown in San Diego County.

Furthermore, Cape Flower Fields is pleased to continue our relationship with the Juvenile Diabetes Research Foundation International (JDRF). We donate 10% of the retail price of every # 1 Select Designer Grade Protea Bouquets sold to help research efforts to find a cure for diabetes. JDRF is the nation's leading nonprofit nongovernmental funder of diabetes research. In a typical year JDRF donates 85% of dollars raised directly to research and education.

#1 Select Designer Grade Protea Bouquets refers to Protea flowers and foliage that are reserved for professional flower designers. The stems are straight and more than 20" in length and the quality is superb. In the past, only flower design professionals had access to these flowers as single stem items. But, with better growing and pruning techniques, we are now able to grow more long stemmed Proteas and 'Cape Greens' and are making them available directly to the consumer.

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SOURCE: Cape Flower Fields, Valley Center, California, USA

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