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FOR IMMEDIATE RELEASE
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Cape Flower Fields Announces Designer Grade Protea Bouquet Delivery Service

Attn: Business Editors

VALLEY CENTER, Calif.--(BUSINESS WIRE)--Oct. 5, 2005--Cape Flower Fields is pleased to announce the launch of their #1 Select Designer Grade Protea flower bouquet delivery service. Designer Grade Protea Bouquets can now be shipped directly from flower fields in San Diego County to your home or office. Order a Designer Grade Protea Bouquet for a special occasion or get a Designer Grade Protea Bouquet delivered every month directly to your home or place of business. Visit our website and place your order at <http://www.discoverprotea.com>.

Furthermore, Cape Flower Fields is pleased to announce that we have joined forces with the Juvenile Diabetes Research Foundation International (JDRF) and 10% of the retail price of every Designer Grade Protea Bouquet sold will be donated 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.

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.

#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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