



SOUTHERN
BOTANICAL



P R E S S K I T

Southern Botanical Press Kit

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FACT SHEET

Southern Botanical, Inc.

Description Southern Botanical is the DFW benchmark for high-end landscaping, garden management, interior plants, floral décor, irrigation and drainage. The company is a single source for complete indoor and outdoor horticultural décor. We service both high-end residential and a variety of premier commercial properties with highly trained, professional team leaders and neat, uniformed crews.

History Southern Botanical was born while founder, Jason Craven was still in high school, mowing lawns to earn spending money.

1995 Jason formed J.C. Services, providing lawn maintenance services to residential clients.

1996 J.C. Services was servicing over 100 customers.

1998 J.C. Services was incorporated and the name was changed to Southern Botanical, Inc.

2000 Southern Botanical shifts focus to the high-end residential market amid rapid growth.

2004 52 week employee training program is instituted to assure consistent quality service.

2006 Southern Botanical begins an active college recruitment program for team leaders.

2007 The Interior Plant and Floral Décor Division was created.

2009 Company has grown to over 150 employees. Named one of SMU's Dallas 100.

Services

Landscaping	Hardscape Installation
Garden Management	• Fountains & Pools
Interior Plants & Flowers	• Decking & Fences
Irrigation and Drainage	• Outdoor Living Spaces
	• Retaining Walls

Honors TNLA 2008-2009 Texas Excellence in Landscaping Awards
Grand Platinum Award Winner
Gold Award Winner in Residential Maintenance Category

President/CEO Jason Craven has been in this role since he founded the company in 1995.

Location Near Love Field Airport at 1525 Hinton St. Dallas, Texas 75235

Website www.southernbotanical.com

Phone 214.366.2103
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COMPANY PROFILE

The Benchmark

Southern Botanical delivers the highest quality landscaping, garden management, interior plants and flowers, irrigation and drainage services in a consistently professional manner. We are the benchmark. We deliver your vision. The highest possible quality in service and results is our goal.

Background

Southern Botanical was born while founder, Jason Craven was still in high school, having started his own lawncare business to earn spending money. He began with one simple notion: If you work hard, take care of your clients and constantly strive for perfection, your business will succeed. As a result, what started out as a determined young man, some family lawn equipment and a dream has developed into the company that exists today.

In 1995, Jason Craven d.b.a. J.C. Services began providing lawn maintenance services to residential clients and growth came quickly. After the first year, well over one hundred clients were being served., setting the stage for rapid annual growth. In 1998, Jason incorporated, changed the name to Southern Botanical, Inc., developed a logo and moved from his back yard to an office.

The last nine years have seen significant growth and change at Southern Botanical. In 2000, the company shifted focus to high-end residential properties, a move that proved successful as the new-build market struggled in a post 9-11 environment. Since then, the company has implemented a 52 week training program, a management team, a proactive college recruiting effort and a distinct company culture. The Interior Plant and Floral Décor Division was created in 2007. By 2009 the company had grown to over 150 employees.

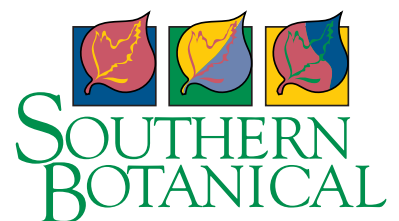
Key Points about Southern Botanical

- We Listen – We follow your instructions, maintain open communication and deliver your vision
- Knowledgeable and Trained Team – Southern Botanical's teams undergo weekly horticultural education and training in customer service and safety. This ensures we send a professional, efficient team to your location, and follow plans with accuracy. Our teams are rewarded for continuous improvement
- Check our references – Our growth has come from referrals by satisfied customers
- Seeing is Believing – The best way to appreciate our service is to look at our clients' landscapes and properties
- We respect your time – We understand the importance of maintaining schedules. We're on time and efficient
- Public presentation – All of our equipment is well maintained, and we have well-trained uniformed teams
- Stability & Experience – Serving clients since 1995. Our experience has been refined over the years by working with residential homeowners, home builders, architects, managers and commercial properties.
- We adapt to your way of business

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KEY PEOPLE

Jason Craven

President & CEO

Jason Craven is the founder of Southern Botanical. He plays an active role in all daily facets of the company. His career started in high school, mowing lawns to earn a little extra money. His small landscaping business was so successful that he chose to follow his entrepreneurial aspirations of building his enterprise into a successful career. The result is the respected benchmark in high-end landscaping.

His career has been critiqued by MBA students at the Cox School of Business at Southern Methodist University.

He is active in his church and community through many volunteer efforts including the Dallas Center for the Developmentally Challenged. He has also demonstrated community leadership by working with the American Cancer Society and leading a local running group.

James Cali

Chief Operating Officer

Jim Cali is responsible for Operations, Business Development, Finance and Marketing at Southern Botanical. Before joining Southern Botanical, he was Vice President of Sales & Marketing for North America at The Regus Group (LSE: RGU.L), the global leader in short-term office solutions. Before that, Jim Cali led International Sales & Marketing for FedEx Kinko's (NYSE: FDX).

Jim graduated with a MBA from the Cox School of Business at Southern Methodist University. He is also a graduate of the University of New Orleans.

Jim is a member of the Associate Board at the Cox School of Business at Southern Methodist University and he is a member of Leadership University Park.

Alan Richmond

Vice President, Irrigation & Drainage

Alan Richmond is responsible for the Irrigation and Drainage Business at Southern Botanical. Alan joined Southern Botanical after leading the Business Development efforts for Hydromulch Services, a DFW leader in Seeding Services. Before that, he was a Quality Assurance Manager in the 767 and 747 groups for Boeing (NYSE: BA) in Seattle, WA.

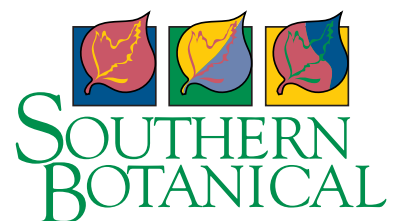
Alan has a Bachelor of Business Administration from the University of Seattle.

Alan is active in the Boy Scouts of America where he has been a Youth Group Leader for the past 30 years.

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KEY PEOPLE

Jason New

Vice President, Garden Management

Jason New is responsible for the contracted lawn maintenance, agronomic, and garden enhancement services at Southern Botanical. Jason joined the team in 2007 after working for The Brickman Group as an Account Manager. Before that, he was an Intern for ValleyCrest Landscape Companies. Since he joined Southern Botanical, he has held roles of increasing responsibilities – starting as a Garden Manager, progressing to the Director of Garden Management, and now as Vice President.

Jason has a Bachelor of Science degree in Horticulture and Business Management from Tarleton State University.

Jason is active in his community through many local school events and volunteer programs.

Andrew Lenz

Director of Interior Plants and Floral Décor

In 2007, Andrew Lenz joined Southern Botanical and helped create the new Interior Plant and Floral Décor Division. Before joining Southern Botanical, Lenz was Director of Operations for Plant Interscapes, where he was responsible for service operations in the Dallas, Austin, San Antonio and Houston markets. Before that, Andrew was Operations Manager for Ozarka.

Before launching his career in the world of plants and flowers, Andrew spent four years as a professional rugby player, holding the Prop position for Jockey Club Cordoba in Argentina.

Andrew graduated with a MBA from the Cox School of Business at Southern Methodist University, where he was also a member of the Beta Gamma Sigma Honor Society. Andrew received his BA in English and Economics from SMU.

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EXPERT SOURCES

Southern Botanical experts have extensive experience, research data, training information and practical knowledge that has been accumulated over the years and can address a variety of issues related to landscaping, plants, and the green industry. Listed below are the primary Southern Botanical experts, as well as a list of topics that they are amply equipped to address. Please contact us to request comments.

JASON CRAVEN AND ANDREW LENZ

When it comes to all matters related to exterior or interior plant design and care, or the landscaping industry in general, Southern Botanical's President/CEO, Jason Craven, and our Director of Interior Plants and Floral Décor, Andrew Lenz are well equipped to answer the gamut of questions. They are both hands-on, experienced experts who not only help steer the organization, but also aren't afraid to get their hands dirty. They are both great sources for practical information, industry trends, environmental issues and stories related to horticulture.

Here are just a few of the topics and story ideas they can address:

Horticultural Topics

- **Conservation minded landscape management** - Environmentally responsible gardening practices.
- **Garden enhancements for the season or for all year** - Staying fresh and intriguing is an ongoing process.
- **Smart interior plant choices for all styles of décor** - Picking the right plants for your personal style.
- **Interior plant management-When do I call the Pros?** - What you should and shouldn't do yourself.
- **My landscaping crew is made up of degreed professionals?** Our international recruiting program.
- **The beauty and mystique of Orchids** - Learn more about this interesting and exotic beauty.
- **Proper water management, a must for Texas summers** - North Texas requires knowledgeable use of water.
- **Cisterns** - How to make this increasingly popular conservation feature work for your landscape.

Human Interest Topics

- **Jason Craven-** Cultivating referrals. Building a successful Dallas business from the ground up (literally).
- **International Recruiting Initiative-** Bringing up the best from Mexican universities for high-quality, legal crews.
- **Gardens of the Rich and Famous-** Catering to gardening needs of the Who's Who in Dallas.
- **Andrew Lenz-** How an international rugby career prepared me for the competitive world of flowers.
- **James Cali-** Going from Big Corporate to Small Business by focusing on growth.

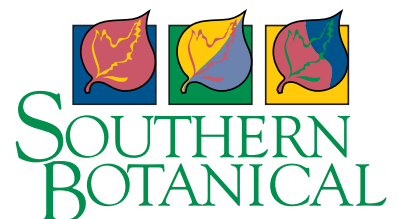
Industry Topics

- **Maintaining a qualified, trained and legal workforce** - Navigating training and recruitment issues.
- **Why Customer Service is everything** - Our philosophy of Customer First is fundamental to our success.
- **What works and what doesn't in "green" practices** - Identifying and adopting trends that make sense.

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P R E S S R E L E A S E

Southern Botanical earns PIA's Award of Excellence for recyclable, living conference décor!

Las Vegas, NV, September, 2011 – Southern Botanical, Inc. of Dallas, Texas has been selected as the recipient of the Award of Excellence in the category of Special Events and Holiday from the Plantscape Industry Alliance, PIA, during Plantscape Industry Expo, their annual conference and trade show. While many entries received an Award of Merit at the event, only a small percentage received the prestigious Award of Excellence.



Southern Botanical's winning installation of an impressive, 98% recyclable "green" conference environment was designed and created to replace the ubiquitous trade show drapes and carpet rolls with a living, energetic and colorful environment that was then moved and permanently installed at their client's corporate campus following the conference. Live trees, shrubs, flowers and grass surrounded the indoor conference areas, adorned the table tops and created a beautiful, refreshing outdoor patio feel for attendees.



"It is hard to imagine how many chemicals and kilowatts go into manufacturing, transporting, storing and cleaning the typical conference décor," said Andrew Lenz, Director of Interior Plants and Floral Décor for Southern Botanical. "We wanted to further our client's "green" initiatives and install something that was both beautiful and environmentally beneficial. The fact that almost the entire display became a permanent part of the corporate landscape is an incredibly forward-thinking idea that will enhance their environment for years to come."



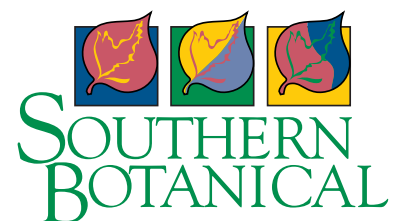
Southern Botanical is the DFW benchmark for high-end landscaping and garden management. A turnkey vendor for complete indoor and outdoor horticultural décor, irrigation, drainage, and hardscape installations, Southern Botanical has one objective - total commitment to meeting clients' individual needs. They hire only licensed and certified professionals to lead their teams, and all employees attend a weekly continuing education program. Their clientele includes many high-end residences, exclusive hotels, HOA's and commercial properties, but no job is considered too big or too small.

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P R E S S R E L E A S E

Southern Botanical earns TNLA's Grand Platinum Award- and Gold, Silver and Bronze!

August 26, 2011, Dallas, Tx--

Southern Botanical Inc., for the second time in three years, has been awarded the prestigious Grand Platinum Award in the Residential Maintenance category for the 2010-2011 TNLA Texas Excellence in Landscaping Awards. In addition, Southern Botanical also pulled in Gold for their Special Projects entry, Silver in the Commercial Installation-over \$50,000 category for the Dallas Museum of Art installation, and Bronze in the Residential Installation-over \$100,000 category.

"The work done by Southern Botanical on this residence exemplifies the qualities of the Texas Excellence in Landscape (TEIL) Grand Platinum Award. This property demands the highest level of innovation, quality and vision to provide a consistently high level of horticultural service delivered daily by Southern Botanical. Congratulations to an outstanding group of professionals," said Johnette Taylor, Landscape Director for the TNLA. The awards competition, sponsored by the Texas Nursery and Landscape Association, recognizes outstanding achievements in the industry.



"It was honor enough just to have worked installing and maintaining these beautiful gardens," said Jason Craven, President/CEO of Southern Botanical. "So, having our team receive the Grand Platinum award for the artistry, skill and just plain hard work that goes into what we do each day is a joy, an honor and the icing on the cake. We gladly receive these awards on behalf of our clients and our hard-working team!" Craven credits Southern Botanical's successes to highly trained, certified and dedicated teams, and the company's philosophy of anticipatory service.

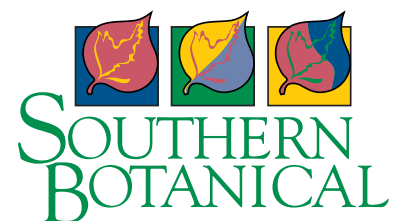
This year's slate of award-winning projects represent a wide range of unique and contrasting styles and applications. The Grand Platinum winning entry featured a rambling, fairy-tale landscape with seemingly ancient, other-worldly hardscape features, meandering paths and spectacular color. The Gold winner included four acres of pristine gardens. The Special Project category showcased an interior plantscape designed for a weekend conference. The Commercial Installation winner featured the clean, modern lines of the tree-filled Dallas Museum of Art courtyard.

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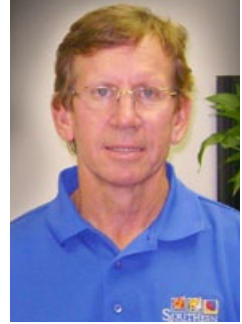


P R E S S R E L E A S E

Southern Botanical names Dan Sauerwein as VP of Residential Development.

September 10, 2009, Dallas, Tx--

Southern Botanical Inc. has announced that industry veteran Dan Sauerwein has joined the company as the new Vice President of Residential Development. Mr. Sauerwein was most recently Senior Designer at ValleyCrest's Estate Gardens Dallas division, and brings over 25 years of industry expertise to the company. He is assuming the responsibilities of directing the rapidly growing residential landscaping and garden management services of Southern Botanical.



"We are excited and proud to have Dan join our team," said Jason Craven, President/CEO of Southern Botanical. "His experience, insight and leadership will help us continue to expand our reach while maintaining our reputation as the benchmark in high-end residential landscaping and garden management."

Mr. Sauerwein's distinguished career has included time with some of the most well-known landscape companies in the region, including Lambert's, North Haven Gardens and ValleyCrest. While at North Haven, and subsequently ValleyCrest, he managed the residential division and later became an integral part of their Estate Gardens division. Prior to his landscaping career, he was involved with commercial greenhouse and nursery production, where he gained extensive knowledge of plant growth and development. Dan has created gardens for many of Dallas's best known residents and properties, and has worked with world-renowned architects.

"It's really a pleasure for me to be able to join the Southern Botanical team," commented Sauerwein. "With Southern Botanical's focus on high-end landscaping and garden management, this is the perfect progression from working with Estate Gardens. I believe that I can be a real asset in continuing to build the tradition of excellence that exists here. It seems that many of my career steps have led to this place."

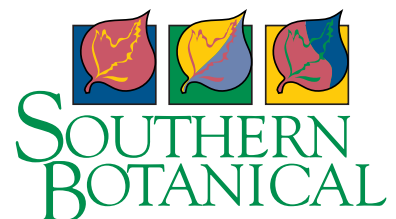
Southern Botanical is the DFW benchmark for high-end residential landscaping and garden management. Considered a turnkey vendor for complete indoor and outdoor horticultural décor, irrigation, drainage, and hardscape installations, Southern Botanical has one objective - total commitment to meeting customers' individual needs. They hire only licensed and certified professionals to lead their teams, and all employees attend a weekly continuing education program focusing on efficiency, quality control, communication and professionalism. Their clientele includes many high-end residences, exclusive hotels and commercial properties, but no job is considered too big or too small.

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P R E S S R E L E A S E

Southern Botanical names Stacy Richie Shepherd as VP of Business Development.

September 21, 2009, Dallas, Tx--

Southern Botanical Inc. has announced that industry veteran Stacy Richie Shepherd has joined the company as the new Vice President of Business Development for the Garden Management team. Ms. Shepherd was most recently tasked with developing new relationships and business partnerships for ValleyCrest Landscape Maintenance. She brings over 29 years of seasoned industry experience to the company. She is assuming the responsibilities of directing and building the rapidly growing garden management services of Southern Botanical.



"Adding Stacy will really strengthen and solidify our management team," said Jason Craven, President/CEO of Southern Botanical. "Her experience and proven abilities will help us keep current momentum and growth going in a controlled and focused manner for the foreseeable future."

Ms. Shepherd's extensive career began with a degree in Landscape Architecture from Texas A & M, and has included owning her own company, as well as various positions with some of the most well-known landscape and interior plant companies in the region, including Orkin Interiorscapes, Plant Interscapes, Northaven Gardens and ValleyCrest. While at Northaven, Shepherd developed and built their Interior Landscape Division into what was one of the most respected and successful in the city, with award-winning projects and a strong client base. Shortly after college, Ms. Shepherd worked with a small garden center, which she helped grow, and eventually purchased. She then developed the company into what became American Garden Interiors, Inc. which she eventually sold to Orkin.

"I like new opportunities for growth," remarked Shepherd "With Southern Botanical, I'll have the opportunity to help guide growth in the maintenance services we offer, but I also see it as a chance for more personal growth. The incredibly high standards in service and results that Southern Botanical embraces will definitely help me stretch!"

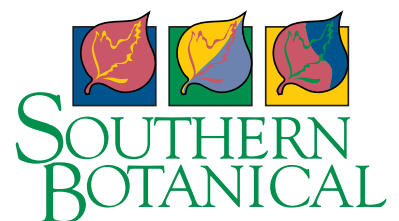
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P R E S S R E L E A S E

Southern Botanical named to prestigious Dallas 100 by SMU Cox School of Business.

November 4, 2009, Dallas, Tx--

At Wednesday night's gala event, Southern Botanical, Inc, a Dallas-based, high end landscaping and garden management company, was named number 60 on the prestigious Dallas 100™ list. The Dallas 100 Awards™, presented by the SMU Cox Caruth Institute for Entrepreneurship, recognized the top 100 fastest growing, privately held companies in the Dallas area. The success of these companies indicates that despite the recent recession, the entrepreneurial spirit is alive and well in North Texas.



"Landscaping is something I do because I love it. Crafting what I love to do into a successful and growing business is an incredibly rewarding experience," said Jason Craven, President/CEO for Southern Botanical. "From day one, we have had the pursuit of perfection as part of our company philosophy. I know that means something to our clients, because they share that same high set of standards." Craven credits the company's growth to this philosophy of focusing on the client, the company's top-flight management and highly trained, dedicated teams that execute flawlessly.

The top 100 companies were recognized at an awards ceremony at the Meyerson Symphony Center November 4, with keynote speaker Sam Wyly, a self-made billionaire and entrepreneur; other representatives of SMU's Cox School of Business and the elite of the Dallas business community on hand.



In order to qualify for the Dallas 100, a company must be an independent, privately held corporation, proprietorship or partnership (not a subsidiary of a parent company) as of May 1, 2009; be headquartered in the Dallas area; have had sales of more than \$500,000 and less than \$75 million in the fiscal year three years prior to the event; have a three-year sales history reflecting growth; and, have a credit report and character satisfactory to the Dallas 100, determined at the sole discretion of the Dallas 100.

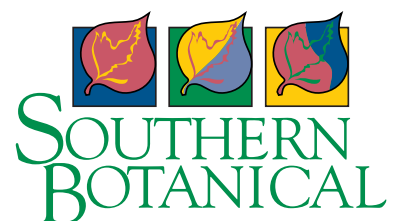
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SMU's Cox Today Article



COX ALUMNI PROFILE

Alumni Profile James Cali and Andrew Lenz

Growing a Hardy Business Despite Extreme Conditions



Andrew Lenz (PMBA '07) and Jim Cali (PMBA '00) of Southern Botanical

In today's harsh environment, companies are facing brutal choices if they are to survive and hopefully, thrive in the marketplace. Fortunately, smart companies know that cutting customer service can be the kiss of death. In fact, many are choosing to renew their attention to customer satisfaction in an effort to gain and retain prized relationships.

"Whether you're running an international business or a local start-up, the way you approach customer service can be the ingredient that makes or breaks your bottom line," said Jerry White, director of the Caruth Institute for Entrepreneurship. "Savvy entrepreneurs and business leaders know that in order to succeed in business, customer service must start from the ground up. It must be instilled within every employee and throughout every touch point of the organization."

For Cox alumni Jim Cali (PMBA '00) and Andrew Lenz (PMBA '07), customer service is more important than ever before. Despite the recession, Cali and Lenz of Southern Botanical, Inc., a Dallas-based high-end landscaping firm, saw their sales increase 95 percent in 2008, and sales continue to rise this year. Their secret? A business model 100 percent dedicated to the customer experience.

In the fall of 2007, Cali, Chief Operating Officer of Southern Botanical, was looking to expand the company to become a one-stop vendor for complete indoor as well as outdoor décor when he met Lenz, director of operations for a local interior horticulture service firm, at a

Cox networking event. Soon thereafter, Lenz joined Southern Botanical to launch the Interior Division, specializing in the design, installation and maintenance of interior plants, orchids and floral décor.

Today, Southern Botanical has become the Dallas/Fort Worth benchmark for high-end outdoor landscape and irrigation installation and maintenance, with a client list that includes many exclusive hotels and Dallas residences.

Southern Botanical's secret to exceptional customer service lies in the details. They insist on going the extra mile, even when the customer doesn't request it. This may entail cleaning windows after bushes have been pruned, placing "booties" over lawn mower wheels to prevent staining limestone sidewalks, uncovering and covering flowers during a freeze, straightening patio furniture, carrying the newspaper to the front door and straightening the welcome mat. No job is too big or too small.

"We train our staff 52 weeks a year in areas including safety, horticultural techniques, customer service—all the way to how the newspaper falls in front of the house," said Cali. "We train to the details and we don't leave much to the imagination.

We set standards, train the standards, and then have a team that quality checks the standards."

Cali learned first-hand the importance of customer service training during his days at Cox, where he was one of Paula (Hill) Strasser's first students to attend the Disney Institute Program, now in its 10th year.

Students who participate in the program have the unique opportunity to take part in one of the most interactive and useful benchmarking experiences in the world, which includes both classroom and field experiences. They learn the "Disney Approach" - how Disney thinks about business from both a strategic and tactical perspective - and how to apply it to any industry.

Cali was inspired. "Disney provided an absolute definition of customer service, and the answer is in the details," he said. "I got customer service before, but seeing it in action with such a large group really put things in perspective."

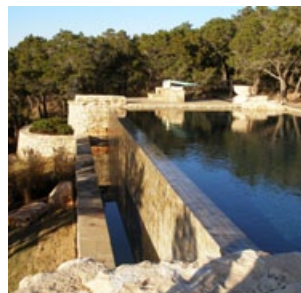
Southern Botanical takes pride in its ability to encompass all aspects of the landscape business, treating all clients the same, regardless of size or budget. They know that their successful business will continue to grow and flourish because of their unwavering commitment to exceed customer expectations and *always* go above and beyond.

Southern Botanical's Five Tips for Exceptional Customer Service

- Execute the PACE (Performance Above Customers' Expectations)
- Train, train, train – then inspect what you expect (the details)
- Communicate to every customer like they are your only customer
- Empower fellow team members to make decisions
- Overdeliver every single time

PHOTOS

These and other photos are available for approved use in high resolution digital format by contacting Southern Botanical.



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SUPPORT MATERIALS

Additional Information is Available

Online

Extensive additional information is available through our web site. Overview and service information is included, along with multiple photo galleries of our work and a catalog of indoor plants. The most recent press releases and posted articles are also available.

www.southernbotanical.com

Electronic

We have powerpoint materials, as well as a pdf archive of Press Releases and articles. This Press Kit is available online, and as an e-mailable pdf file.

Print

Presentation kits and other print collateral have been produced and are available upon request. This Press Kit is also available in printed form.

Contact Us

If there are specific materials you would like to receive, please contact us directly, and we will do our best to provide the information you need. 214.366.2103

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