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**PASSION GROWERS GETS HAND PICKED BY THE ROSE BOWL AS
THE ‘OFFICIAL ROSE OF THE ROSE BOWL’**

MIAMI, FL (JULY 29, 2010): Passion Growers, a premium rose supplier and provider, gets selected by the Rose Bowl and the Tournament of Roses to become the Rose Bowl’s Official Rose of the Rose Bowl, the Official Rose of the Rose Bowl Game, and the Official Rose of Rose Bowl Stadium.

“This is an amazing opportunity and great honor for Passion Growers to become associated with the Rose Bowl, an internationally recognized brand and American sports icon,” said Jaime Peisach, founder of Passion Growers. “We’re honored and humbled to be their official rose.”

“The Rose Bowl Stadium is iconic in the sports world, and finding the perfect rose company to be its ‘official rose’ finally has happened with our blossoming relationship with Passion Growers,” said Darryl Dunn, General Manager of the Rose Bowl Stadium. “We’re excited to have Passion Growers join the Rose Bowl family.”

“The Pasadena Tournament of Roses is also proud to welcome Passion Growers,” said Scott McKibben, Executive Director. “The Tournament of Roses now has an official rose to help create lasting memories for its fans. We are proud to have Passion Growers as a part of our extended family.”

About Passion Growers:

Passion Growers, founded in 2001, is a family-oriented company dedicated to growing and providing the most beautiful and highest-quality roses.

Passion Growers’ 150 varieties of roses can be found in more than 5,000 retail and grocery stores around the country. For more information on Passion Growers, visit www.PassionGrowers.com.

About the Rose Bowl Stadium

The Rose Bowl Stadium, located in the City of Pasadena, is the home of the UCLA Bruins Football Team as well as the annual Rose Bowl Collegiate Championship Game. For more information on the history of the Rose Bowl and its upcoming events please visit the official Rose Bowl website at <http://www.rosebowlstadium.com>.

About the Tournament of Roses®

The Pasadena Tournament of Roses is a volunteer organization that annually hosts the Rose Parade®, Rose Bowl Game® presented by Citi and various associated events. The 122nd Rose Parade, themed *Building Dreams, Friendships & Memories*, will take place Saturday, Jan. 1, 2011, at 8 a.m. (PST) featuring majestic floral floats, high-stepping equestrian units and spirited marching bands. Following the Rose Parade, the 97th Rose Bowl Game presented by Citi will kick off at 2:10 p.m. and feature an exciting match-up between two of the top collegiate football teams in the nation. For additional information on the Tournament of Roses please visit the official website at www.tournamentofroses.com.

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