

PRESS RELEASE**FOR IMMEDIATE RELEASE**

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Master Nursery Garden Centers to Host Gathering at Cultivate

Columbus, Ohio – Master Nursery Garden Centers and AmericanHort jointly announced that Master Nursery Garden Centers will begin hosting its Eastern region gathering (formally known as the Conclave) this year at Cultivate'15, July 11-14. Now in its 86th year, nearly 10,000 people attend Cultivate, which is considered to be North America's largest all-industry horticultural event.

Cultivate has long been a preferred event for local garden retailers, where they get an early look at new plant varieties, retail technologies, and business solutions. This year's event includes the new Retail District—a trade show exclusively for retailers—and a garden retail tour, classroom sessions, hands-on workshops and demonstrations, and idea exchanges. For retailers that have growing operations, landscaping services, and floral and gift departments, they will find that Cultivate is the only show that provides comprehensive support to their diverse business.

“We are moving our membership meeting to Cultivate because it's an all-inclusive event that will provide business-building education and access to the largest variety of plants and products that our members need,” said Gerry Dockstader, vice president of operations for Master Nursery Garden Centers. “We are excited about Columbus, which is a city that celebrates independent businesses, and is an easily accessible and affordable destination,” he added.

“We are delighted to welcome Master Nursery Garden Centers to Cultivate. It's an industry event organized by and for retailers, and where the members of Master Nursery Garden Centers will feel at home,” said Michael V. Geary, president and CEO of AmericanHort. “This multi-year partnership will provide the opportunity to bring business know-how, the hottest plants, and the newest products to an expanded group of retailers.”

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AmericanHort was formed in 2014 by the consolidation of the American Nursery & Landscape Association and OFA – The Association of Horticulture Professionals. With a combined history of 220+ years, AmericanHort supports nearly 16,000 member and affiliated businesses that include breeders, greenhouse and nursery growers, garden retailers, distributors, interior and exterior landscape professionals, florists, students, educators, researchers, manufacturers, and all of those who are part of the industry market chain. The horticulture industry's production, wholesale, retail, and landscape service components have annual sales of \$163 billion, and sustain over 1,150,000 full- and part-time jobs. Our mission is to unite, promote, and advance the horticulture industry through advocacy, collaboration, connectivity, education, market development, and research. The association has offices in Columbus, Ohio for administration and member services, and in Washington, DC to facilitate government relations and research activities.