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FOR IMMEDIATE RELEASE

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MONTANA GREEN EXPO BRINGS NURSERY & LANDSCAPE INDUSTRY OPPORTUNITIES AND EXPERTS TO BILLINGS

MISSOULA, MT, SEPTEMBER 18, 2007 — On January 9, 2008 the Montana Nursery & Landscape Association (MNLA) will open its Montana Green Expo — formerly the Annual Meeting & Trade Show — to folks from throughout the West, Great Plains, and Pacific Northwest involved in horticulture and related industries. Participants will include nursery crop and greenhouse growers, arborists, landscape contractors and designers, retail nursery center owners, operators, and employees, as well as other individuals involved in an assortment of horticulture-related enterprises. The 2008 Montana Green Expo will feature a trade show of more than eighty (80) exhibitors and approximately three days of educational seminars for individuals who work in the nursery and landscape industry. All events will take place at the Holiday Inn Grand Montana, Billings, January 9-11, 2008.

The annual Montana gathering will highlight presentations by several nationally-known speakers. Judy Guido, Principal of Guido & Associates, a business management company specializing in the green industry, will speak to conference attendees on maximizing profit in horticulture-related businesses. Prior to founding her own business management practice, Judy Guido was the Chief Marketing Officer and Vice President of Environmental Industries, now Valley Crest, the nation's largest privately-held landscape management and development company, whose brands include Valley Crest Landscape (formerly Environmental Care Inc.) Valley Crest Land Development, Valley Crest Golf (formerly Environmental Golf), and Valley Crest Tree and Nursery and the 105 U.S. Lawns franchises.

Horticultural marketing consultant Judy Sharpton of Growing Places Marketing, Atlanta, Georgia, will present on retail sales marketing. Sharpton specializes in garden center development and branding. Brian Kempf is Director of the Urban Tree Foundation in Visalia, California, which is dedicated to promoting and preserving the urban forest through education, planting and tree care. Kempf will provide instruction on the pruning, planting, and care of trees.

Numerous "local" experts will also share their knowledge on topics ranging from management to specialty areas of landscape construction, greenhouse growing methods, and landscape design. The preliminary Expo schedule includes Bob Wagner of Bob Wagner Landscape Construction in Harrison, speaking on water feature construction; Susan Smith of Field of Dreams Tree Farm in Billings on employee training; and Jeff Pfeil of Bozeman Tree Service on transplanting large trees.

In addition to educational seminars, Expo participants will have an opportunity to preview and purchase new industry products in a Trade Show of 80+ exhibitors. Products range from plant materials (trees, perennials, annuals), mulches, fertilizers and lawn products to hand tools and heavy equipment used in nursery, landscape, and landscape maintenance businesses.

Because exhibitors are predominantly wholesalers, selling directly to professionals and garden centers, the Expo Trade Show is not open to the general public. Trade Show attendees must be actively engaged in a horticulture-related business in order to tour the exhibits.

Individuals or companies interested in participating in the Montana Green Expo either as exhibitors or seminar attendees will find details available on the "Events" page of the Association's website: www.plantingmontana.com or by contacting the Association's office at 888-220-1569 or in Missoula at 251-5232.

The Montana Green Expo is held in Montana in early January of each year. Nearly 400 individuals participated in the 2007 event, held January 10-12, 2007 in Billings.

The Montana Nursery & Landscape Association is a trade association of approximately 350 members from the United States and Canada. Its goal is to provide education, information, and opportunities for professional development to its members.

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