

GREENHOUSE GROWER

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October 31, 2003

Ken and Deena Altman
Altman Plants
3742 Blue Bird Canyon Road
Vista, CA 92084

Dear Ken and Deena:

Hopefully you are familiar with GREENHOUSE GROWER's annual "Grower of the Year" feature in our December issue. For this award, the editorial staff selects a top-quality grower who has made an exceptional contribution to the floriculture industry and demonstrated leadership and successful marketing and production techniques.

We are very pleased to inform you that you have been chosen as GREENHOUSE GROWER's 2003 Grower of the Year and will be the first husband-and-wife team to be recognized!

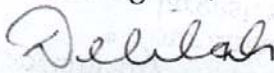
Specifically, we are recognizing you for the following:

- Your amazing success story transforming a niche business into one of the largest, most well-diversified growing operations in the country.
- Ability to take business relationships with large retailers to the next level to form truly progressive marketing partnerships.
- Developing the Floragem marketing program as a way for likeminded wholesale growers to serve national markets together with innovative, consumer-friendly product packaging.
- Commitment to high standards in quality and service.
- Reputation for excellence and wise business practices.
- Activism in local, state, and national industry organizations.
- Vision, energy, and enthusiasm you share with the industry.

What's next? I have contacted a photographer, Bob Bretell of Second Street Photography in Encinitas, who has done a great job for us over the years. I am working on an outline of interview questions/topics for you to review in advance of phone interviews.

Congratulations! I look forward to interviewing you and feel this recognition is certainly well deserved.

Best regards,


Delilah Onofrey
Group Editor