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**EXTREME MAKEOVER: HOME EDITION ADDS PASSION [GROWERS] TO ITS
NINTH SEASON**

Passion Growers Named as ‘Preferred Rose’ of Extreme Makeover: Home Edition

MIAMI, FL (SEPTEMBER 19, 2011) – Passion Growers, a premium rose grower and provider, has been named as the “Preferred Rose of Extreme Makeover: Home Edition.” This marks the first time in the show’s history that a floral grower has become a major supplier to each home build.

Recent studies have shown the affects that fresh-cut flowers have on emotions and mood, and Passion Growers’ roses will help to decorate, inspire and add some *passion* as well as happiness to each home during the show’s upcoming season which begins airing September 25, 2011.

“We’re thrilled to be the Preferred Rose of Extreme Makeover: Home Edition,” said Jaime Peisach, Owner of Passion Growers. “Passion Growers works hard to make a difference in the lives of our employees and community members where we live and work, and Extreme Makeover: Home Edition focuses on the same effort. We’re proud that our brand values, and the show’s goals, are perfectly aligned to build such a budding relationship.”

“At Extreme Makeover: Home Edition, we always say ‘home is where the heart is.’ Now we want to add that ‘home is where the heart and *Passion* are too,” said Diane Korman, Executive Producer. “We’re grateful to Passion Growers for believing in the families as much as we do, and together we can make these homes even more beautiful, one environmentally-friendly bouquet at-a-time.”

As part of its contribution, Passion Growers will deliver fresh-from-the-field roses in a variety of colors to each build, which will be used to decorate and accentuate the newly-built home.

Passion Growers will provide roses for each of the twenty-two episodes during the upcoming ninth season.

About “Extreme Makeover: Home Edition:”

The Emmy award winning reality program “*Extreme Makeover: Home Edition*,” now entering its 9th season, is produced by Endemol USA, a division of Endemol Holding. It’s executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs Fridays from 8:00-9:00 p.m., ET on ABC.

About Passion Growers:

Now in its 10th year, Passion Growers is a family-oriented company dedicated to growing and providing the most beautiful and highest-quality roses. Passion Growers’ 200+ varieties of roses can be found in more than 5,000 retail and grocery stores around the country. Recently, Passion Growers was 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. Passion Growers was also named as the Official Rose of the 2011 Miss America Pageant. For more information on Passion Growers, visit www.PassionGrowers.com.

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