



VALLEY CREST TREE CO. LAUNCHES NEW WEBSITE

vctree.com *GOES LIVE!*

CALABASAS, CALIF. (April 10, 2003)— Valley Crest Tree Company, a premier tree grower and provider of nursery products, and tree moving and preservation services, announced today the completion of a new interactive website.

The newly launched site, **www.vctree.com**, is a comprehensive source of product and service information custom tailored to fit the needs of landscape architects, contractors, builders and developers who are the company's core customers. The site allows customers and registered users a convenient and cost-efficient process to access the company's inventory of plant material and specimen trees.

“Our site is designed to be an educational resource and dynamic place where customers can browse our inventory and learn more about our company's services,” said Tadd Russikoff, vice president. “We put a lot of effort into this site because we realize that our customers will have the same high expectations online that they have in our nurseries and catalog,” he added. “Vctree.com combines the convenience, speed and accessibility of information with the unique, high-quality product and inventory assortment, customer service and reputation our customers have come to respect about the Valley Crest Tree Company brand.”

- Visitors to the site can learn more about the company's comprehensive nursery product line and inventory through quick and easy viewing of an online catalog of specimen trees and palms.

- Users can register and create an interactive program that includes a custom “Favorites” list, and a link to obtain digital quotes, request catalogs and submit requests to relocate trees.
- Vctree.com provides direct links from its site to the company’s sales and service departments.
- Visitors to the site can obtain technical and botanical information and request consultation services.

To visit the site, go to www.vctree.com

About Valley Crest Tree Company

Valley Crest Tree Company is the largest producer of containerized specimen trees in the Western United States. With more than 800 acres of state-of-the-art growing grounds in production in northern and southern California, the Nursery Division’s standing inventory of 15-gallon through 72-inch boxes includes a broad cross-section of trees. The Specimen Division inventories an array of mature, individual specimens and offers expert tree relocation, storage and preservation services worldwide. The Garden Art International Division supplies a wide selection of custom and imported containers, fountains and garden accessories, and indoor foliage.

As a member of the Calabasas, California-based ValleyCrest Companies family, Valley Crest Tree Company is backed by the experience and resources of the nation’s largest full-service landscape services provider, with over 7,500 employees and annual pro forma revenue in excess of \$600 million. Valley Crest Tree Company’s sister companies include ValleyCrest Landscape Development, ValleyCrest Landscape Maintenance and ValleyCrest Golf Course Maintenance.

For more information on ValleyCrest Companies, go to: www.valleycrest.com

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