



Equiflor USA
10200 NW 21st St,
Suite 112
Miami, FL 33172
888.330.ROSE
P 305.594.4445
F 305.594.0924

Equiflor Colombia
Carrera 1B # 19-18
Oficina 201
Edificio San Jose
Chia – Cundinamarca
Colombia
P 011.571.863.2229

Equiflor Ecuador
Nazareth 1391 y Real
Audencia
Quito, Ecuador
P 011.593.2.229.6159

FOR IMMEDIATE RELEASE

BARRY GOTTLIEB JOINS EQUIFLOR AS DIRECTOR OF SALES

MIAMI, FL – December 10, 2009 - Equiflor Corporation, the grower, distributor and marketer of popular floral brands such as Rio Roses[®], Flora-Tec[®] Carnations, and EuroSpec[®] Specialty Flowers, today announced the appointment of Barry Gottlieb as the company's Director of Sales.

Gottlieb will work with Equiflor's Sales department with specific responsibilities for training and development of sales staff, growing the company's sales, and developing strategic sales plans. Barry will also be an asset for Equiflor's wholesale customers as he will bring his coaching and training to wholesalers' management and sales staffs in an effort to help develop their businesses.

Barry Gottlieb has over 30 years experience in the floral industry. He previously worked with Equiflor in 2005 as Vice President of Wholesale Operations and has held executive level leadership roles at Allied Farms, USA Floral Products and Continental Farms. Gottlieb is also the Founder and President of Coaching the Winner's Edge organization and coaching program. He is both a life coach and a business coach with a successful practice offering counsel and guidance to both private individuals and corporations. Barry was a featured speaker at the Society of American Florist's 2009 Convention and is currently listed in the December 2009 issue of *Floral Management* magazine as one of the "rock stars of the floral industry."

"Barry is an industry veteran who brings with him a tremendous amount of passion and experience," said Victor Giorgini, President & CEO. "Barry is a longtime friend and colleague who has proven time and time again that he can successfully motivate and train teams of people. I look forward to Barry being part of the Equiflor team where he will not only be an asset to our organization, but also a valuable resource for our customers as well."

About Equiflor Corporation

Equiflor Corporation is a leading grower, distributor and marketing specialist of brand name fresh cut flowers. The company's famous brands include Rio Roses[®], Baby Rio[®], Rio Ice[®], Flora-Tec[®] Carnations, and EuroSpec[®] Specialty Flowers. Equiflor is headquartered at 10200 NW 21st St. Suite 112, Miami, FL, with offices and farms located in Bogota, Colombia and Quito, Ecuador.

For more information contact:

Marc Blatchley
Marketing Director
Equiflor Corporation
(305) 594-4445 ext. 3169
Marc@Equiflor.com