

**MEDIA CONTACT:**

Mike Manning  
Cohn & Wolfe for EasyBloom  
415.365.8526  
[mike.manning@cohnwolfe.com](mailto:mike.manning@cohnwolfe.com)

**EASYBLOOM.COM EASES PLANT PURCHASE DECISIONS AND OPTIONS**

*EasyBloom.com visitors can now have more than 1,000 plants of their choice delivered to their doorstep*

**San Francisco – May 5, 2009** – PlantSense, Inc., maker of the EasyBloom Plant Sensor, announces today a new feature on its Web site, making it possible for customers to purchase plants with just a click of a button. With the new 'Buy Button' option, consumers can now purchase more than 1,000 plants, including tomatoes, roses, basil and hydrangeas, directly from Burpee and Garden Crossings on EasyBloom.com.

The EasyBloom plant sensor has already helped thousands of people create beautiful gardens. It's as easy as "Ready, Set, Grow": just place the sensor in the soil for 24 hours, indoors or outdoors, and it will take detailed "plant's eye view" measurements of sunlight, temperature, humidity and soil condition. After 24 hours, plug it into a Mac or PC and the data is quickly analyzed and matched to the library of plants on EasyBloom.com. A straightforward, easy-to-read report then explains which plants will thrive in that specific location, or how to help ailing plants already planted there.

"EasyBloom is dedicated to making our customers' online plant purchasing experience as easy and convenient as the plant sensor itself," said Matthew Glenn, founder and CEO of PlantSense Inc. "By partnering with leading plant retailers such as Burpee and Garden Crossings, and designing a simple and intuitive way for consumers to purchase plants, EasyBloom makes gardening fun and easy for even the most novice gardeners."

Burpee is one of America's most trusted names in ornamental and edible gardening. Garden Crossings is an online garden center that specializes in unusual perennials, shrubs, and Clematis vines, and sells trusted brands such as Proven Winners. They are rated one of the Top 30 mail-order gardening companies at DavesGarden.com

"As a gardener myself, I was excited to hear about PlantSense's EasyBloom Plant Sensor. This technology will help gardeners create and maintain quality and performance in their gardens for years of enjoyment, but it all starts with a healthy plant. Selling high quality plants has always been our number one goal," said Rod Grasman, owner of Garden Crossings.

EasyBloom recently added more than 200 "eat what you grow" fruits, vegetables and herbs to its online library; including kumquats, lemongrass, mango, tumeric, fenugreek, chayote, two types of hops and by extreme popular demand, the money tree.

Priced at \$59.95, EasyBloom is available at major online retailers including Amazon.com, Brookstone.com, HomeDepot.com and Orchard Supply Hardware locations in Northern California. For more information, please visit [www.easybloom.com](http://www.easybloom.com).

**ABOUT EASYBLOOM**

EasyBloom takes the guesswork and frustration out of gardening by easily revealing which plants will thrive in any location, and how to care for ailing plants. Through detailed "plant's eye view" measurements of sunlight, temperature, humidity and soil condition, EasyBloom allows anyone to enjoy a beautiful indoor or outdoor garden — from a single bedroom begonia to a backyard bed

of roses. It was developed by PlantSense, Inc., a team of garden enthusiasts based in San Francisco. For more information please visit [www.easybloom.com](http://www.easybloom.com).

#### **ABOUT BURPEE**

The Burpee company was founded in Philadelphia in 1876 by an 18 year-old with a passion for plants and animals and a mother willing to lend him \$1,000 of "seed money" to get started in business. Within 25 years he had developed the largest, most progressive seed company in America. By 1915 Burpee was mailing a million catalogues a year to America's gardeners.

Burpee is still a family seed company and still in the Philadelphia area, owned and operated by George Ball - a passionate plantsman and third generation seedsman. The company currently sells through retail partners, catalogs and the website.

#### **ABOUT GARDEN CROSSINGS**

Garden Crossings is an online garden center for gardening enthusiasts who are looking for new and unusual perennials, shrubs, annuals, small fruits, organic herbs and vegetables (Harvest in Harmony) Clematis vines and more.

Garden Crossings is committed, not only to having the best selection of top performing plants, but also to offering superior plant quality and size in the gardening mail-order industry.