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FOR IMMEDIATE RELEASE

WJ Cowee Leads Floral Industry in American Red Cross Disaster Relief Effort

BERLIN, New York (May 16, 2011) -- WJ Cowee is urging its colleagues in the floral industry to participate in a massive disaster relief effort to help those affected by the devastating tornadoes and floods that have ravaged large regions of the South and Midwest this spring.

"My associates throughout the floral industry are a compassionate, caring group, and there's an immediate and dire need to lend a hand to our neighbors who have experienced loss or whose homes are now threatened by severe weather," said Brian Suslak, President & CEO of W.J. Cowee. "I'm proud to ask every business in the floral industry to join forces with W.J. Cowee and help us raise a significant donation to the WJ Cowee USA Weather Disaster Relief Fund for the American Red Cross."

For two weeks beginning Monday, May 16, W.J. Cowee will donate five percent of the purchase price of all wholesale orders to the American Red Cross to provide immediate relief to families in the 18 states affected by these disasters. In addition, W.J. Cowee will match those funds with an additional five percent of the purchase price of all product sold between May 16 and May 30.

All wholesalers who order during the May 16 - May 30 fundraising window will be acknowledged as donors in an upcoming issue of *Flowers&*, Teleflora's trade-industry publication. To make an additional donation directly to the relief fund, contact Kimmy Tavaréz at the American Red Cross at (518- 458-8111, ext. 5109 or email tavaréz@redcrossny.org).

From Tennessee to the Gulf of Mexico, Red Cross workers are mounting a large effort to respond to current flooding and get ready for what the Mississippi River will bring in the coming days. Meanwhile, the Red Cross continues to help the thousands of people across the South whose neighborhoods were ravaged by the recent tornadoes.

According to consolidated disaster assessment reports, nearly 48,000 homes have been affected this spring by these tornadoes, floods, and other severe weather. 10,563 dwellings have been reported destroyed beyond repair as of May 11, and disaster assessment continues as Red Cross workers are able to access other affected areas.

"The need is urgent. It's essential that we step up to the plate now and show compassion for the individuals and families who are suffering. They are our customers, the folks who support our industry on an everyday basis," said Suslak. "I'm glad to have this small opportunity to try and make a difference, and I am counting on my colleagues to feel the same way."

"We are very grateful to W.J. Cowee and their business associates for their efforts to help raise money for the American Red Cross Disaster Relief efforts," said Gary Striar, CEO for American Red Cross of Northeastern New York Region. "This spring, throughout states in the Midwest and South, thousands of homes have been evacuated and destroyed from severe weather and flooding. It's going to take a tremendous amount of resources to restore the lives of those affected, and what Mr. Suslak's company is doing will certainly help."

ABOUT W.J. COWEE, LLC

W.J. Cowee, LLC is the nation's leading manufacturer of wooden floral picks, plant stakes and other products for the professional floral industry. Located in Berlin, New York, the manufacturing company has been in continuous operation for more than a century. W.J. Cowee uses North American hardwoods in the manufacture of its products, and has been recognized for its commitment to sustainable forestry, environmental responsibility and community service. The company's website can be accessed at <http://www.wjcowee.com>.

The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. On those rare occasions when donations exceed American Red Cross expenses for a specific disaster, contributions are used to prepare for and serve victims of other disasters.

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