

'MONTANA GROWN, YOU KNOW IT'S HARDY'



Media contact:

Brad Brown

406.755.2248

gnursery@glaciernursery.com

**GLACIER NURSERY, INC. LAUNCHES UPDATED WEBSITE
FOR EASIER CUSTOMER ACCESS TO BROAD RANGE OF INFORMATION**

Kalispell, MT April 15, 2009—Glacier Nursery, Inc. today launched their newly updated website for its expanding customer base and business partners. The new site integrates many of the features of Glacier's earlier online efforts into a more informative and user-friendly horticultural knowledge base.

"We are delighted with our customers' response to our efforts to stay connected electronically. It has become a superb method for keeping our clients informed while providing them with a smooth path toward conducting business with our company," commented Brad Brown, owner and co-founder of Glacier Nursery, Inc. "We have expanded our online capabilities to make more information available to current and prospective customers over a large geographic area. They can now quickly and easily determine the right materials for their landscaping applications and find answers to many of their plant material questions."

Websites have become an increasingly important information dissemination and marketing tool for industries that initially were considered non-players. The expansive growth in the horticultural industry throughout Montana and the entire Northwest region of the United States has fueled more effective and competitive means of communicating with its target markets via the web.

Glacier's new site provides landscapers and garden center owners a full online plant catalog, and a huge collection of critical applications know-how from its in-house staff of Certified Plant Professionals. With a seamless interface to the company's very popular "Availability" tool, the new site allows customers who are specifying and designing landscapes to know what plant materials will work, and what Glacier Nursery can deliver on time, and at a fair price.

"Our online business was initially anticipated to be a fairly small percentage of our overall transaction volume," says Brown. "But today well over half of our clients design, plan, and order online. This is way beyond our early expectations. And visiting with my major business partners over the winter season has convinced me that this trend will continue to grow, so we're gearing up to meet their needs."

About Glacier Nursery, Inc.

Desi and Brad Brown started Glacier Nursery in 1983 on twenty acres of prime Kalispell, Montana topsoil. During the early years both of them had full-time jobs and worked the nursery evenings and on weekends. Using much hand labor, they planted, watered, weeded and harvested the first crops. From the very beginning the nursery was known for its hardy plants and its personal service as a family business. That tradition continues today with a number of dedicated, knowledgeable hard working folks who assist them every day in serving customers with quality plants at a competitive price.

The nursery is a reflection of the commitment of many people in addition to Brad and Desi. Glacier Nursery offers its employees year round work at competitive wages with substantial fringe benefits. Glacier Nursery appreciates those in the community that have assisted the company in getting started, from past employees to the businesses who have remained valued suppliers for many years.

For more information: www.glaciernursery.com or email gnursery@glaciernursery.com

Glacier Nursery, Inc.
4343 MT Hwy 35
Kalispell, MT 59901
Tel: 406.755.2248
Fax: 406.755.2249

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