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FOR IMMEDIATE RELEASE

FdG Associates Completes Growth Recapitalization of USA Bouquet

New York, February 5, 2007 – FdG Associates, a leading middle market private equity firm, today announced it has recapitalized USA Bouquet, a leading marketer, importer, processor and distributor of fresh floral products and services based in Miami. The investment was made from FdG Capital Partners II LP, FdG Associates' second institutional fund, which has more than \$300 million in committed capital. Terms of the transaction were not disclosed.

Douglas J. Dossey, a Managing Director at FdG Associates, said, "Our partnership with USA Bouquet is another great example of our strategy of working with entrepreneurial management teams that have established leading positions in their market niche. We look forward to supporting Edgar Lozano and the rest of USA Bouquet's management team in its strategy to dramatically grow the business and consolidate the industry."

USA Bouquet was formed in 2001 by its management team, led by President and Chief Executive Officer Edgar Lozano. The company is a leading marketer, importer, processor and distributor of fresh floral products and services operating primarily in the eastern half of the United States. Beyond its headquarters in Miami, USA Bouquet has additional full-service processing and distribution facilities in Atlanta, New Jersey, and Chicago. USA Bouquet contracts for the production of flowers it distributes from countries on four continents. USA Bouquet's products and services also include a substantial and growing e-commerce business that offers fulfillment for companies providing floral products over the Internet.

Edgar Lozano, CEO of USA Bouquet, said, "We're thrilled to be working with the FdG Associates team. They have a long track record of helping companies in niche markets expand their businesses to better serve their customers. The investment by FdG will provide the additional resources we need to continue growing our business by enhancing our full-service regional distribution model through the addition of new locations, further leveraging our market-driven model and aligning ourselves with the consumers' shift toward the food, drug and mass channel for their flower purchases."

About FdG Associates

FdG Associates is a private investment firm providing equity capital to North American-based middle-market growth companies with sound businesses and unrealized potential. By building a partnership with management and offering creative problem solving and strategic, long-term planning focused around key corporate initiatives, *FdG* empowers companies to achieve their full growth potential and increase their equity value.

FdG provides equity capital to sponsor management buyouts, recapitalizations and growth-oriented investments in private and public companies. The deep and diverse experience of the firm's executive team enables *FdG* to pursue opportunities in the business and consumer services, distribution, light manufacturing, retail and consumer products sectors.

FdG is headquartered in New York, NY. For additional information, please visit www.fdgassociates.com.

About USA Bouquet

USA Bouquet is a leading marketer, importer, processor and distributor of fresh floral products and services. USA Bouquet offers fresh cut flowers, related gifts and services as well as superior logistics solutions to many of the largest food, drug and mass retailers and e-commerce retailers in the U.S. and Canada. USA Bouquet is headquartered in Miami, with additional facilities in Atlanta, New Jersey and Chicago. For additional information, please visit www.usabq.com.

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