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**HMI Adds Arbor Masters to
Authorized Member Network**

*Leading Tree Care Company Partners with Provider of
National Claims Support for Landscaping Losses and Tree Damage*

CARY, N.C. – Doug Malawsky, executive vice president and COO of Horticultural Asset Management, Inc. (HMI) (www.HMIadvantage.com), has announced that Arbor Masters Tree Care Company has joined HMI's Authorized Member (AM) Network. HMI provides property owners, insurers and others with inspections, replacement cost calculations and a full suite of claims support services for trees and shrubs. HMI has established a national network of arborists and professional tree care companies to support these products and services. Arbor Masters will support HMI's programs in 5 important markets around the country.

"HMI's Authorized Member Network is a critical component of our comprehensive plan to support a wide range of important products and services which we provide our clients," said Malawsky. "We are thrilled to add the Arbor Masters team of certified arborists and expert tree service personnel to our network."

"We have worked with HMI on many insurance claims and we are very impressed with the software they have developed to document tree inventories," said Ron Keith, CEO of Arbor Masters. "In addition to offering the tree care industry exciting new revenue streams, HMI enables us to provide our clients with invaluable data for establishing the value and importance of a healthy landscape."

Members of HMI's AM Network are able to provide property owners with risk mitigation services, repair and tree replacement services, as needed, as well as all services related to tree claims and tree damage recovery, including tree and debris removal, reports to support subrogation actions, and replacement costs for lost trees and shrubs. AM Network members receive work referrals, co-marketing rights, and discounted pricing on HMI's treeFacts® Reports. In addition, HMI's tree inventory software is made available exclusively to HMI's AM Network.

About Horticultural Asset Management, Inc. (HMI):

Horticultural Asset Management, Inc. (HMI) is the only source for standardized replacement cost data and objective inspections of the condition of trees and shrubs (trees) on residential and commercial properties. Working with leading horticultural and arboricultural experts, HMI has developed proprietary data collection software which enables its national network of arborists to efficiently and accurately inventory the trees on a property. When this data is uploaded to HMI's patent-pending evaluation system, the company is able to provide property owners, buyers, insurers, accountants and others with detailed reports that include critical information about the specific type, replacement cost and condition of these important assets. HMI is enabling property owners to better manage their valuable trees by supporting improved insurance products and providing important information about any trees which may require remedial services to protect against a loss of the tree or damage to a nearby structure or other asset. HMI also provides

insurance companies with risk mitigation inspections of large trees surrounding homes and businesses which could cause extensive damage if they were to fall. For more information or to view a sample HMI treeFacts® Report, please visit the Web site at www.HMIadvantage.com or call (866) 937-6468.

About Arbor Masters

Established in 1956 as a residential tree service company, Arbor Masters Tree & Landscape was previously known as Shawnee Mission Tree & Landscape. This third generation family-owned business provides a full scope of tree, landscape, plant care and turf services in the metropolitan areas of Kansas City, Wichita, KS, Oklahoma City/Tulsa, OK, Ocala, FL, and Ft. Worth, TX. Additionally, the Emergency Storm Response division provides clean up and tree pruning services throughout the United States. Arbor Masters is a TCIA accredited tree care company and has a team of certified arborists on staff. For more information go to www.arbormasters.com.

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