



For Immediate Release June 9, 2009

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**Horticultural Asset Management, Inc. Adds
Caldwell Tree Care to Authorized Member Network**
*Premier Atlanta Area Tree Care Company
Partners with National Tree Data and Service Provider*

CARY, N.C. – Doug Malawsky, executive vice president and COO of Horticultural Asset Management, Inc. (HMI) (www.HMIadvantage.com), has announced that Caldwell Tree Care 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. Caldwell will support HMI's programs in the greater Atlanta, GA market.

"As HMI expands our service network we will not compromise on high quality work and customer service, both of which are part of HMI's brand," said Malawsky. "Kevin Caldwell has established his company among the leaders in the industry and HMI is proud to include Caldwell Tree Care in our AM network."

"I applaud the work that HMI is doing to promote the need for high quality tree care and standardization in both the green and insurance industries," said Kevin Caldwell, President of Caldwell Tree Care. "Having a knowledgeable and service-oriented company like HMI working behind the scenes on our behalf will allow us to do what we do best - providing world class service to our clients."

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, customized report covers, 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 Caldwell Tree Care

Caldwell Tree Care started out as a landscape company in October 1993 and made the transition to a full-fledged tree company in September 1997. Prior to this we performed some tree work in-house; however, we subcontracted the majority of the tree work. In 1998 our company grossed \$1,420,962. This large spike was due to multiple tornadoes that struck one of our commercial clients. We parlayed our successes from there and have built a stable, successful tree care business. Caldwell Tree Care became an accredited tree care company with the Tree Care Industry Association (TCIA) in 2007, one of only a few accredited companies in the state of Georgia.

Caldwell's business concept is to deliver knowledge based tree care and plant health care services with the highest level of professionalism. This is accomplished by virtue of Caldwell's ability to hire, train and retain employees for long lengths of time. Our commitment to continuing education, training and overall involvement in the industry allows us to help set the standards. It is our mandate to treat our clients, employees and vendors with the utmost professionalism and at all cost to do what we say we will do expeditiously.

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