news release • news release • news release • news release • news release

Issued: 12th December 2005

Let a rose do the talking on Valentines Day

Too shy to say those three little words to her face? Want to make a romantic gesture that no-one else will have done before? Then say 'I Love You' by having the words printed onto fresh roses. Valentines cards have been around for longer than you can remember, but the new way to impress is to send personalised roses – have 'I Love You', 'Be Mine', or even a simple 'Happy Valentines Day' printed direct onto the rose petals.

RosesByDesign® is revolutionising flower giving by providing a new and unusual rose personalisation service. "Using unique technology, *RosesByDesign*® will emboss a message or image onto the petals of live or silk roses to make an extra special and unique personal gift. The Americans have taken this gift to their hearts, but we are the first company to provide this service in Europe," says Mark Pearson, Director of *RosesByDesign*®.

These personalised roses are ideal for when that little something extra is needed – valentines day, birthdays, anniversaries, engagements, weddings or even to celebrate the birth of a baby. From a single embossed fresh rose for £12.99 to the ultimate gift of a dozen embossed roses every month for a year at £400 there is something for every pocket for every special occasion.

To see the full range of what is available to bring a smile to that special someone's face visit www.rosesbydesign.com.

Ends

For further information, interview requests and high resolution images, please contact:

Mark Pearson, Director Tel: 0208 254 9708 or E-mail: mark@rosesbydesign.com
Liam Cruickshank, Public Relations Mob: 079 4141 7474

Notes to Editors:

- In the past 100 years, the two most popular ways worldwide to express oneself have been with flowers or greeting cards. Together they are a $75 billion market worldwide. RosesbyDesign have merged the tradition of flowers and greeting card giving by combining both through a single, elegant floral product.

- *RosesByDesign* is the brainchild of young entrepreneur Mark Pearson, who could see the potential of offering customers a personalisation service that combines the century old tradition of flower giving and modern technology. Mark grew up within the floral industry, helping out in his parent's florist shop in the northwest of England. Using his knowledge of the industry he has utilised the potential of the internet when it came to starting his unique flower business. All this at the ripe old age of 25.