



FOR IMMEDIATE RELEASE

Name: Maria Zampini
Company: UpShoot™ LLC
Address: 5010 South Ridge Road | Madison, Ohio 44057
Cell: 440.812.3249
Office: 440.259.4059 or 4064
Fax: 440.357.7676
Email: maria@upshoothort.com
Website: www.upshoothort.com

Crimson Ruby® - *Berberis thunbergii* 'Criruzam'

A PERFECT PARTNERSHIP OF FORM AND COLOR

MADISON, OH – June 12, 2012 – An improved pygmy barberry selection. A very vigorous grower, Crimson Ruby® provides a dwarf, compact form and fruits more sparsely compared to other barberries on today's market. It matures to an approximate full grown size of only 24 inches tall and wide.

Crimson Ruby® has deep, rich, burgundy-red foliage. To add interesting color and texture to the landscape, consider planting it with dark green evergreens such as Boxwood or English Holly. Other combinations might include planting with a soft complimenting blue color of Blue Star and Blue Pacific Junipers or the contrasting bright gold of Bonanza Gold® barberry or spiraea.

For best color be sure to plant in full sun. Crimson Ruby® will flourish in most well-drained soils, prefers a moist location with a recommended 6.0 to 7.5 pH and is hardy to USDA Zone 4.

About LCN Selections

LCN Selections is the patent and trademark division of Lake County Nursery. This collection of plants was originally started by Jim Zampini in 1977 with his first patent on Weeping Candied Apple™ crabapple. He grew the portfolio to its present state of over 200 new plant introductions. A network of licensed growers across the United States, Canada, Australia and Europe offer LCN Selections as finished product and in liner sizes.

About UpShoot

UpShoot LLC is a 'total plant breeder communication provider' offering expert sales, licensing and marketing of new plant introductions to North America and Canada. UpShoot provides a wide range of services including new plant research and development, writing plant patents and licensing agreements for growers and breeders, and marketing services to promote new plants to licensed growers, retailers and consumers. For further information, please contact Maria Zampini at 440-812-4059 or 4064.

###