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FOR IMMEDIATE RELEASE

John Henry® Gets the Party Started with the New
Prom & Homecoming Flowers 2 Design Book Set

More Photos, More Designs, More New Ideas in This Second Edition of the Industry's Best-selling Prom Design Book

Lansing, MI — John Henry® unveils the much anticipated sequel to its popular Prom & Homecoming Flowers design book, designed to help retail florists gain a greater share of the booming prom and homecoming business. ***Prom & Homecoming Flowers 2*** is an invaluable resource for florists to tap into this \$6.6 billion industry driven by continually changing youth fashion.

The latest edition to their best-selling prom book in the floral industry features 96 pages of brand-new photography and 170 all-new designs. Packed full of creative ideas and innovative designs, ***Prom & Homecoming Flowers 2*** features the most stylish wearable flowers, including wrist and traditional corsages, boutonnieres, flowers for hair, floral jewelry, body flowers and many other unique designs.

“Research shows that parents are spending generously to help their style-conscious offspring celebrate these once-in-a-lifetime occasions, where floral adornments play a central role.” notes Creative Director Jeff Fillion. “***Prom & Homecoming Flowers 2*** is specially designed to appeal to the youth market with designs that are hip, fun, trendy, and stylish. With everything from traditional corsages to never-before-seen floral fashions, there is something for everyone.”

The new two-book set includes a sales presentation book to use with customers and a design handbook for the work room. The design handbook features color photos, easy-to-follow recipes, complete resources, suggested retail pricing and profitable labor charges.

The new ***Prom & Homecoming Flowers 2*** retails for \$79.95 per two-book set with shipping scheduled to begin in January 2009. For more information, or to order, contact your John Henry® account manager, local wholesaler or call the company toll-free direct at **(866) 448-8300**.

ABOUT JOHN HENRY®, A MULTI PACKAGING SOLUTIONS COMPANY

John Henry is a Multi Packaging Solutions company (MPS). MPS is a leader in print and packaging, offering an array of solutions for the horticultural, healthcare, media and value-added consumer markets. MPS has 12 production facilities throughout the United States. Founded by Marc Shore, the company has a seasoned management, sales and design team with vast experience in print and packaging. Unlike traditional packaging companies, MPS is unique in its depth of industry experience, breadth of technologies and range of resources. More information is available at www.jhc.com and www.multipkg.com.

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