



ASHLAND ADDISON FLORIST ANNOUNCES NEW ADDITION

*Family-owned and operated retail florist opens fifth retail store
in new Prentice Women's Hospital*

CHICAGO (October 19, 2007) – Ashland Addison Florist, the 75-year-old, family-owned and operated retail florist, announces today its fifth store opening in the new Prentice Women's Hospital at 250 E. Superior in Chicago's Streeterville neighborhood. Prentice Women's Hospital is Northwestern Memorial Hospital's second state-of-the-art hospital.

The new addition measures in at 1,100 square feet and has been named "Les Fleurs de Ashland Addison" by third generation owners and brothers Bill and Chris Sheffield. Its official opening date is October 20, 2007.

Callas, Orchids, Roses, Lilies and Birds of Paradise will join hundreds of other fresh blooms to fill the new space. The store will provide a serene tour of floral displays, gift items, and green and blooming plants gently enticing the senses of each customer perusing the room.

"We are partnering the fresh look of a European flower market with the quality and service customers expect from Ashland Addison Florist," says Bill Sheffield, president. "This store will welcome not only guests of the hospital but will be a destination for the great neighborhood as well."

The opening of a location in the new impressive Prentice Women's Hospital was a perfect fit, as the company has built a strong relationship with the team at Northwestern Memorial since the opening of a retail store in the Galter Outpatient Pavilion in 2000.

"We were thrilled when our friends at Northwestern Memorial turned to us to be their floral partner in this incredible endeavor," says Sheffield. "We really feel like a part of their family and are confident that we will continue to provide their patients and guests with more than just great fresh flowers and quality customer service, but a continued partnership."

The Sheffield family has built a 75-year-old reputation in Chicagoland for quality, service and the freshest floral offerings. Started in 1932 on the corners of Ashland Addison, S. Roy Sheffield sold bouquets he made from the flowers that acted as his payment for carting flowers to a local market. The business grew to a new level with each generation now providing online services, five retail locations in Chicago and the suburbs and a Central Design Center housing its customer service, design and delivery operations serving 150+ suburbs and delivery around the world. Visit Les Fleurs de Ashland Addison at 250 E. Superior at the corner of Fairbanks and Superior in Chicago or call (312) 472-ROSE.

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