

P R E S S R E L E A S E

Southern Botanical named to prestigious Dallas 100 by SMU Cox School of Business.

November 4, 2009, Dallas, Tx--

At Wednesday night's gala event, Southern Botanical, Inc, a Dallas-based, high end landscaping and garden management company, was named number 60 on the prestigious Dallas 100™ list. The Dallas 100 Awards™, presented by the SMU Cox Caruth Institute for Entrepreneurship, recognized the top 100 fastest growing, privately held companies in the Dallas area. The success of these companies indicates that despite the recent recession, the entrepreneurial spirit is alive and well in North Texas.



"Landscaping is something I do because I love it. Crafting what I love to do into a successful and growing business is an incredibly rewarding experience," said Jason Craven, President/CEO for Southern Botanical. "From day one, we have had the pursuit of perfection as part of our company philosophy. I know that means something to our clients, because they share that same high set of standards." Craven credits the company's growth to this philosophy of focusing on the client, the company's top-flight management and highly trained, dedicated teams that execute flawlessly.

The top 100 companies were recognized at an awards ceremony at the Meyerson Symphony Center November 4, with keynote speaker Sam Wyly, a self-made billionaire and entrepreneur; other representatives of SMU's Cox School of Business and the elite of the Dallas business community on hand.



In order to qualify for the Dallas 100, a company must be an independent, privately held corporation, proprietorship or partnership (not a subsidiary of a parent company) as of May 1, 2009; be headquartered in the Dallas area; have had sales of more than \$500,000 and less than \$75 million in the fiscal year three years prior to the event; have a three-year sales history reflecting growth; and, have a credit report and character satisfactory to the Dallas 100, determined at the sole discretion of the Dallas 100.

Southern Botanical is the DFW benchmark for high-end residential landscaping and garden management. They are a turnkey vendor for complete indoor and outdoor horticultural décor, irrigation, drainage, and hardscape installation. They hire only licensed and certified professionals to lead their teams, and all employees attend a 52-week training program focusing on efficiency, quality control, communication and professionalism. Their clientele includes many high-end residences, exclusive hotels and commercial properties, but no job is considered too big or too small.

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