

HMI Supports Demand for new treeShield® Product with Growth Capital Infusion

Cary, N.C. - Douglas W. Cowles, President and CEO of Horticultural Asset Management, Inc. (HMI) (www.HMIadvantage.com), has announced that the firm recently closed its Series C financing round. The proceeds from the financing will be used to drive HMI's commercial activity which has been created from its core insurance claim support products which include valuations, inspections and remedial services for trees and shrubs. The proceeds will also support the launch of the company's proprietary treeShield® Service Warranty program. treeShield® provides tree care companies the ability to offer their clients a service warranty covering storm related damage to their trees. Funding is provided by lead investor TC Capital Fund, LLC, an institutional investor based in Chapel Hill, NC that provides growth capital to privately held firms, and Mr. Charles Ackerman, a successful land developer based in Atlanta. TC Capital Fund is a joint venture between private equity firms Carrboro Capital (www.carrborocapital.com) and Tryon Capital (www.tryoncapital.com). Clay Hamner, of Carrboro Capital, and Peter Coker, of Tryon Capital, will join HMI's Board of Directors.

"Having TC Capital Fund join us in growing the company is a real honor considering their successful track record of investing in, and building, growth companies," said Cowles. "The Series C financing will help HMI launch its highly anticipated treeShield® warranty program. treeShield® enables the professional tree care companies in HMI's network to provide their clients with a warranty of their services that represents a comprehensive storm recovery solution. treeShield® covers not only the costs property owners would incur to clean-up after a storm, but also the services needed to repair storm damaged trees."

"We immediately recognized the value of the data, services and products that HMI offers property and casualty insurers," said Hamner, who has years of board-level and transactional experience in a variety of industries. "We see treeShield® as a culmination of the years of investment that HMI has made in developing its proprietary systems and protocols and it is a natural extension of the very successful home warranty product. We are pleased to provide the working capital needed for HMI to bring this high demand product to market through its highly focused tree service client base."

About HMI

HMI is the only national provider of comprehensive insurance claim support and other services involving trees and landscaping. HMI's services include emergency tree removals; standardized health inspections and average replacement costs, proof and cause of loss analyses as well as cost estimates for tree removal and repair. HMI established its Authorized Member (AM) network to ensure professional, quality services are available nationwide to insurance organizations, commercial businesses and residential property owners. HMI also developed the treeShield® Service Warranty that the company's AMs can sell to property owners to aid with post-storm cleanup and recovery. treeShield® protects property owners from the cost of tree removal, tree debris removal, hazard tree/limb removal, as well as restoration services (restorative pruning, cabling, etc.). For more information, please visit HMI's web site www.HMIadvantage.com or call (866) 937-6468.

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