PRESS RELEASE

Mayesh Launches New eCommerce Website

FOR IMMEDIATE RELEASE

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Mayesh Wholesale Florist is inviting florists to explore its newly redesigned website and ecommerce flower tools. The updated site has been created to provide the ultimate user-friendly experience with improved navigation designed to assist clients in finding quality flowers and educational resources. Walter St. Jones, Mayesh's Director of E-Commerce, shared, "Our goal with this new website is to provide our customers with quick and easy access to our freshest blooms from our own inventory and that of our farms. Amongst the new features, the site contains an integrated Product Planner to assist visitors with stem counts for their upcoming events. We will be constantly updating our offerings with additional tools to enhance the customer experience with Mayesh."

The eCommerce portion of the site, Mayesh Market, allows florists to shop Direct BoxLots while providing the ability to place quotes using the Flower Library and Product Planner. The Flower Library is always a top destination on mayesh.com and now offers more and better images with extensive product availability information. The Product Planner, the newest eCommerce addition, allows florists to create recipes for events which will then calculate the number of stems needed, and then can be sent to a Mayesh sales representative to start a quote. For a more detailed overview of Mayesh's online buying tools and a video demo visit: https://www.mayesh.com/buying-tools.

Ben Powell, the President of Mayesh said "Mayesh has been hard at work developing our new site and e-commerce application and we firmly believe it is unlike anything our industry has seen before. The site is brimming with great floral information and educational content, including a world class flower library. The e-commerce experience has received rave reviews from early users and we believe it will become an industry-leading B2B floral application."

VISIT WWW.MAYESH.COM TO SEE THE REDESIGNED WEBSITE

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