



Florikan E.S.A Receives 2006 Governor's Business Diversification Award

September 22, 2006 – Sarasota, Florida – Florikan E.S.A. (Environmentally Sustainable Agriculture), a Sarasota, Fla. based horticultural product company founded in 1982 that provides professional growers with quality fertilizers and other horticultural products, has been awarded the 2006 Governor's Business Diversification Award for Business Expansion in a Major Market.

Florikan president / chief executive officer, Ed Rosenthal, and his wife, Betty Rosenthal, Florikan chief financial officer, accepted the award from Florida Gov. Jeb Bush at the Governor's Mansion in Tallahassee, Fla., where they and other award recipients were honored at a banquet by state-wide economic developers, elected officials and business leaders. The awards program, developed by Enterprise Florida, Inc. (EFI), recognized Florikan for its efforts to diversify and enrich the state's economy by creating high-wage jobs and investing in the community. The ceremony kicks off Florida's 22nd Annual Industry Appreciation Week (Sept. 18-22), created to spotlight excellence in Florida's business community.

"Florida's economy continues to lead the nation thanks to the commitment and success of excellent companies such as our award-winners and nominees," said Gov. Bush. "I am confident that with their engagement we will continue to be a model of economic prosperity."

Florikan and other Florida companies competed for awards in five leadership categories: Business Expansion, Entrepreneurship, Export Excellence, Innovation and Newcomer. Each nominee competed with other companies, organizations, universities and colleges in similarly sized markets, including Mid Market (county population up to 75,000); Major Market (county population 75,001 to 750,000); and Mega Market (county population 750,001 and higher).

"We are very pleased that Florikan, known to be one of Sarasota County's most innovative companies, was recognized with the Governor's Business Diversification Award," said Kathy Baylis, president of the Economic Development Corporation of Sarasota County. "They are truly one of our shining stars."