



General / media release

May 26, 2009

Delaware Valley Floral Group acquires certain assets of Seagroatt Wholesale Florist in Cromwell, CT

On May 26, 2009, Delaware Valley Floral Group (DVFG) completed an asset purchase agreement with Nyren-Seagroatt Wholesale Florist, LLC, doing business as Seagroatt Wholesale Florist, located in Cromwell, Connecticut. The business will reopen on June 1, 2009, operating as a full service branch of Delaware Valley Wholesale Florist (DVWF), a division of DVFG. The purchase does not include Seagroatt Floral Company in Albany, NY.

Many of the former managers and supervisors of Seagroatt Wholesale Florist will be joining DVWF. Doug Carey will be the General Manager of the Cromwell branch. Jerry Greenleaf will be the Manager of Procurement and Assistant Branch Manager. Also joining DVWF will be all of the former sales representatives, and most of the administrative, operations, and distribution teams.

Jack Chidester, DVFG's CEO, stated: *"We are delighted to add Delaware Valley's extensive product lines, premier suppliers, advanced technology, and full service platform to the experienced and dedicated team at Cromwell."*

Ken Wilkins, DVFG's VP of Business Development, commented: *"This acquisition is a natural expansion of our existing Mid-Atlantic fleet delivery territories into the North East. The location in Connecticut will enable us to grow revenue and leverage our current infrastructure and operating model."*

Doug Carey, General Manager at Cromwell, added: *"Our Cromwell associates are excited to be joining Delaware Valley Wholesale Florist, and look forward to the opportunity of continuing and expanding the long term relationship we have built with our customers, through the addition of DV's Integrated Sales Platform."*

About Delaware Valley Floral Group:

Delaware Valley Floral Group is one of the largest floral distribution companies in the United States. The company has four operating divisions including Delaware Valley Wholesale Florist, FreshBlooms, Transflora, and Flower Transfer Trucking. With corporate headquarters located in Sewell, New Jersey, the company also operates out of facilities in Edison, New Jersey, Baltimore, Maryland, Miami, Florida, and Carpinteria, California, and now Cromwell, Connecticut. www.dvfloralgroup.com

About Delaware Valley Wholesale Florist:

Delaware Valley Wholesale Florist, a division of DVFG, for over 50 years has been providing professional retail florists with the finest in fresh cut flowers and greens, floral supplies, botanicals and gourmet. Their market area has primarily been the Mid-Atlantic States, but the company also ships throughout the United States, as well as to Bermuda and the Caribbean. The company has a strong Internet presence through it's e-commerce website. www.dvflora.com

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