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General / media release

December 7, 2015

Delaware Valley Floral Group
Acquires Two
Branch Locations from
Cleveland Plant & Flower Company

The Delaware Valley Floral Group, Inc. (DVFG) has acquired the assets of two branch locations from Cleveland Plant & Flower Company (CPF), through an asset purchase agreement completed on December 7, 2015. The branch locations acquired are located in Binghamton, New York, and Syracuse, New York. With corporate headquarters in Parma, Ohio, CPF is one of the largest wholesale floral products distributors in the USA and operates through 8 locations in 4 states. The Binghamton and Syracuse locations will be consolidated into DVFlora, a division of DVFG.

The customers of the Syracuse location will continue to be served from the current CPF Syracuse facility, which will become a new DVFlora sales and distribution center. The customers of the Binghamton location will be served through DVFlora's existing Wilkes-Barre, Pennsylvania location. Salespeople and other key personnel from both locations will be joining DVFlora. Chuck Macuga, President of CPF commented; *"We are delighted that the members of our Binghamton and Syracuse staff will be joining DVFlora, a leader in the industry."*

Ken Wilkins, DVFG's VP of Business Development, commented: *"CPF has an excellent reputation for quality and service with the floral customers they serve. We are pleased the salespeople from the Binghamton and Syracuse locations will be joining DVFlora and will be continuing to work in their respective markets. This acquisition strengthens our commitment and expands our footprint in the Mid-Atlantic marketplace. We have had great success over the last few years joining forces with regional wholesale florists. Having the CPF team join DVFlora will make us a stronger company. We remain committed to our successful acquisition strategy and currently are seeking additional opportunities to grow our business through acquisition."*

Jack Chidester, DVFG's CEO, stated: *"The CPF Binghamton and Syracuse locations are our eighth set of acquisitions in recent years and our fifth in the Northeast regional marketplace. Along with sales and distribution centers in Berlin CT and Shrewsbury MA, which serve the New England market, the new sales and distribution center in Syracuse, will further support our expansion in the Northeast, and compliments our recently acquired Wilkes-Barre, PA location. "*

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About Cleveland Plant & Flower Company:

Established in 1913 and celebrating its 102nd year in business, CPF is one of the largest wholesale floral products distributors in the USA. CPF's more than four-thousand customers are made up of Retail Florists, Supermarkets, Event Planners, Caterers, Crafters, Fund Raisers and other market segments in the business of selling floral products to consumers. www.cpfco.com

About DVFlora:

DVFlora, a division of Delaware Valley Floral Group, for over 56 years has been providing professional florists with the finest in fresh cut flowers and greens, floral supplies, botanicals and gourmet. The DVFlora market area includes the Mid-Atlantic and New England states, but the company also ships throughout the United States, as well as to Bermuda and the Caribbean. The company has the industry's premier Internet presence through its e-commerce website. www.dvflora.com

About Delaware Valley Floral Group:

Delaware Valley Floral Group, a family-owned business, is one of the largest floral distribution companies in the United States. The company has three operating divisions including DVFlora, FreshBlooms, and Flower Transfer Logistics. With corporate headquarters located in Sewell, New Jersey, the company also operates out of facilities in Baltimore, Maryland; Edison, New Jersey; Wilkes-Barre, Pennsylvania; Syracuse, New York; Berlin, Connecticut; Shrewsbury, Massachusetts; Miami, Florida; and Oxnard, California. www.dvfloralgroup.com

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