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DELAWARE VALLEY FLORAL GROUP

PRESS RELEASE

Delaware Valley Floral Group appoints new CEO



Sewell, NJ, July 28, 2008: Delaware Valley Floral Group (DVFG) has announced the appointment of [John J. "Jack" Chidester](#) as the new Chief Executive Officer of the Delaware Valley Floral Group. Mr. Chidester officially joined DVFG on Monday, July 21, 2008. John R. Wilkins, Chairman of DVFG, stated, "After conducting a search over the past three months, DVFG's Board of Directors believes it has chosen an excellent leader who will provide a new level of direction to the organization."

Mr. Chidester brings excellent sales, marketing and business development skills with proven experience generating top-line revenue growth. During his career, he has also helped companies grow inorganically through acquisitions. Chidester has successfully managed large geographically dispersed teams in regional, national and global environments. Bob Wilkins, Chief Strategy Officer of DVFG, stated, "Jack Chidester's background includes experience developing and fine-tuning business strategy in the face of rapidly changing markets and environments." Dave Griffith, DVFG's Outside Lead Director and President & CEO of the Modern Group Ltd., indicated, "Chidester has demonstrated ability to build and develop effective teams through his exceptional leadership skills and has a strong track record for creating business leaders."

Beginning in 1980, Mr. Chidester rose through the ranks of MCI for 16 years from Sales Representative to Executive Vice President of Sales & Marketing. In his final position there, he was responsible for over 4,000 personnel worldwide. During his career over more recent years, he has served in positions such as Chief Operating Officer and President at companies ranging in size from 100 million to over 1 billion in sales revenue.

Mr. Chidester holds a Bachelor of Science degree from The Pennsylvania State University where he currently is a member of the Board of Visitors. Subsequently he has participated in executive management programs in finance, management, and marketing from Duke's Fuqua School of Business and the University of Pennsylvania's Wharton School.

Mr. Chidester currently resides with his wife and four children in Malvern, PA.

Delaware Valley Floral Group is one of the largest floral distribution companies in the United States. With corporate headquarters located in Sewell, New Jersey, the company also operates divisions and facilities in Edison, New Jersey, Baltimore, Maryland, Miami, Florida, Oxnard, California, and Bogotá, Colombia.