



General / media release

**DELAWARE VALLEY FLORAL GROUP ANNOUNCES  
Promotion of Paul Fowle to Vice President of Transflora-Miami**

June 27, 2011

Jack Chidester, CEO of Delaware Valley Floral Group (DVFG), announced the promotion of Paul Fowle to the position of Vice President of Transflora-Miami. Chidester stated: “Paul will be joining a talented and committed team in Miami that is populated by winners who are passionate about the floral business. An outstanding individual, Paul will provide support and leadership for the Transflora Miami team.”

During his twenty-year tenure with the DVFG, Paul has been a proven leader and held numerous positions. Most recently he has served in the capacity of Director of Operations for Delaware Valley Wholesale Florist (DVWF). Prior to his recent stint in Operations, Paul served as a Senior Financial Analyst in DVFG’s Finance & Accounting department, developing metrics and contributing to DVFG’s financial operations, and facilitating strategic planning for DVFG and its four divisions.

Paul is also an experienced leader in the floral industry. He has participated in industry conferences and associations, including SAF Congressional Action Days, the SAF Wholesalers Council, and on the WF&FSA Board and committees.

Paul has an undergraduate degree in Business from Rowan University and an MBA from Penn State. Paul and his wife Wendy have two young children and will be moving from New Jersey to the Miami area.

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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 Logistics. With corporate headquarters located in Sewell, New Jersey, the company also operates out of facilities in Baltimore, Maryland; Edison, New Jersey; Cromwell, Connecticut; Miami, Florida; and Oxnard, California.

About Transflora:

Transflora is a division of the Delaware Valley Floral Group. The division is an importer, broker, and distributor of grower direct flowers, serving customers throughout the United States. With over 15 years of expertise and success, Transflora sources flowers worldwide and delivers quality, consistent product at affordable prices, with superior customer service. The division operates out of state of the art facilities in Miami, Florida and Oxnard, California.

**For further information, please contact:**

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