



General / media release

October 18, 2010

Delaware Valley Floral Group acquires certain assets of McCreight Wholesale in Washington Boro, PA

On October 18, 2010, Delaware Valley Floral Group (DVFG) completed an asset purchase agreement with McCreight Wholesale Florist, located in Washington Boro, Pennsylvania. The business will be consolidated into Delaware Valley Wholesale Florist (DVWF), a division of DVFG.

A number of the former employees of McCreight's will be joining DVWF. Although DVWF will continue to lease the McCreight's facility for a short period of time, the customers will be served from Delaware Valley's corporate headquarters in Sewell, New Jersey.

Jack Chidester, DVFG's CEO, stated: *"We are delighted to make available our premier suppliers, advanced technology, and full service platform to McCreight's customers and salespeople. McCreight Wholesale has a strong reputation for quality and service and we are looking forward to extending that tradition as part of the DVFG team."*

According to Ken Wilkins, DVFG's VP of Business Development: *"This acquisition is a natural expansion of our existing Mid-Atlantic fleet delivery territories into the York, Lancaster and Harrisburg areas. We look forward to the opportunity of serving McCreight's customers, which will enable us to grow revenue and leverage our current infrastructure and operating model."*

The owner of McCreight's, Kathleen Hummer, said: *"We are pleased to announce that we are selling our business to Delaware Valley Wholesale Florist. It has been a challenge to find a place where there would be a good fit for our customers, and a place for the loyalty and long service that Ann and Walter have given McCreights. They are looking forward to working for Delaware Valley."*

Walter Bitzel, McCreight's purchasing manager added: *"Delaware Valley has phenomenal products and services. I'm looking forward to joining the DV team and servicing McCreight's customers even better than before."*

While Ann Denlinger, McCreight's head salesperson added: *"I'm 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."*

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About Delaware Valley Wholesale Florist:

Delaware Valley Wholesale Florist is a division of DVFG. For over 50 years they have been providing professional retail florists with the finest in fresh cut flowers and greens, floral supplies, botanicals and gourmet. Their market area has been concentrated in the Mid-Atlantic and Northeast states, but the company has expanded to serve florists throughout the United States, Bermuda and the Caribbean. DVWF has a strong Internet presence through its e-commerce website. www.dvflora.com

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 Cromwell, Connecticut; Edison, New Jersey; Baltimore, Maryland; Miami, Florida; and Oxnard, California. www.dvfloralgroup.com

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