



General / media release

November 18, 2014

Delaware Valley Floral Group Acquires Montgomery Wholesale Florist, Inc.

The Delaware Valley Floral Group (DVFG) has acquired Montgomery Wholesale Florist, located in Northborough, Massachusetts. DVFG acquired certain assets of the company through an asset purchase agreement completed on November 14, 2014. Montgomery Wholesale Florist was formed in 1981 by the owners of the Montgomery Rose Company. Montgomery Wholesale has been serving professional florists in Connecticut, Massachusetts, New Hampshire, Rhode Island, and Vermont. The business will be consolidated into DVFlora, a division of DVFG.

The customers of Montgomery Wholesale will be served from the DVFlora distribution center located in Shrewsbury, Massachusetts. Paul Johnson, President of Montgomery Wholesale, commented, *"We are delighted that the members of our staff joining DVFlora will be working for a leader in the industry, a company that is growing and provides a bright future for our people and customers."*

Ken Wilkins, DVFG's VP of Business Development, commented: *"Montgomery Wholesale has a solid reputation with New England Florists for excellent quality and service. We are pleased that all of the Montgomery salespeople will be joining DVFlora and working out of our Shrewsbury distribution center. This acquisition strengthens our commitment in the New England market. We have had great success adding wholesalers to our company and remain interested in further acquisition opportunities."*

Jack Chidester, DVFG's CEO, stated: *"Montgomery Wholesale is our sixth acquisition in recent years and our third in the New England market. Supported by our distribution centers in Cromwell and Shrewsbury, these acquisitions have enabled the company to substantially grow our New England business."*

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About DVFlora:

DVFlora, a division of Delaware Valley Floral Group, for over 55 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 North East 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

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