



General / media release

July 9, 2012

Delaware Valley Floral Group signs Letter of Intent to acquire certain assets of Way's Greenhouses Inc. in Kennett Square, PA

On July 9, 2012, Delaware Valley Floral Group (DVFG) completed a Letter of Intent with Way's Greenhouses Inc., located in Kennett Square, Pennsylvania, to acquire certain assets of the their company. Although Ways started as a grower over 100 years ago, they transitioned their business to become a wholesaler florist in the mid-eighties. The business will be consolidated into Delaware Valley Wholesale Florist (DVWF), a division of DVFG.

Some of the key employees of Way's will be joining DVWF. Way's customers will be served from Delaware Valley's corporate headquarters in Sewell, New Jersey.

Jack Chidester, DVFG's CEO, stated: *"We are really excited about the opportunity to extend our services and capabilities to Way's customers and salespeople. We welcome our new teammates and look forward to introducing ourselves to many new customers and the opportunity to build new, mutually beneficial relationships"*.

Ken Wilkins, DVFG's VP of Business Development, commented: *"Way's Greenhouses is a fine company that has been in business for over 100 years. Throughout the years they have built a solid reputation for excellent quality and service; we look forward to extending this tradition. This acquisition will enable us to grow revenue and leverage our current infrastructure and operating model in the Ways territories of Southeast Pennsylvania, Delaware, and the Easter Shore of Maryland. We have had great success adding wholesalers to our company and remain interested in further acquisition opportunities"*

Greg Thomas, Way's Sales Manager added: *"I'm very pleased to be joining Delaware Valley Wholesale Florist. I'm looking forward to serving Way's customers with all of the new products and services DV has to offer."*

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About Delaware Valley Wholesale Florist:

Delaware Valley Wholesale Florist, a division of DVFG, for over 52 years has been providing professional retail florists with the finest in fresh cut flowers and greens, floral supplies, botanicals and gourmet. Their market area has primarily been 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 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 Logistics. 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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