



General / media release

DELAWARE VALLEY FLORAL GROUP AND FINLAYS ANNOUNCE STRATEGIC ALLIANCE IN NORTH AMERICA

April 29, 2009

Delaware Valley Floral Group (DVFG) and Finlay Flowers (Finlays) are delighted to announce the establishment of a strategic alliance between **FreshBlooms**, DVFG's mass market division, and **Omniflora**, Finlays' US subsidiary supplying retail mass markets. The alliance provides DVFG/FreshBlooms the exclusive right to distribute Omniflora/Finlays Africa-Sourced product to all floral segments throughout North America.

Finlays' flower farms currently include 350 hectares (770 acres) of production employing innovative greenhouse infrastructure, hydroponic growing systems and integrated pest management controls. In partnership with Finlays' owned and managed farms in Kenya and South Africa, and partner growers in Latin America and around the world, **FreshBlooms** and **Omniflora** will work together to bring premium quality, socially and environmentally accredited cut flowers to valued customers across the USA. Finlays' farms are Fairtrade and Rain Forest Alliance accredited.

Jack Chidester, DVFG's CEO, believes that the strategic alliance with **Omniflora** and **FreshBlooms** is the perfect combination. *"In addition to providing exciting growth opportunities, I believe that we can now deliver a complete range of flowers, offering the most sustainable products and varieties to our customers."*

Bob Wilkins, DVFG's Chief Strategy Officer, commented: *"FreshBlooms enjoys unrivalled longstanding relationships with many of the finest farms in South America, as well as farms in Mexico and Central America, the United States and Canada, Holland and the rest of Europe, Israel and the Middle East, the Far East, and Australia and New Zealand. We are very excited about the opportunity to add Finlays' world class farms to our portfolio."*

Tim Blackburn, Finlay Flowers' Managing Director, added: *"We are passionate about growing and delivering sustainably produced flowers to our customers. Together with the experienced and professional team at FreshBlooms, we are confident that we can offer the highest standards of service and delivery with a clear focus on quality, innovation and customer insight."*

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 Edison, New Jersey, Baltimore, Maryland, Miami, Florida, and Carpinteria, California.

About Finlays:

A wholly owned subsidiary of the multi-national SWIRE Group, James Finlay Ltd was established in 1750 and currently employs approximately 60,000 people in the management, production and processing of tea, coffee, flowers, vegetables and associated activities.

Finlays is a major grower and supplier of cut flowers to leading mass market retailers in Europe, the Far East, and in the USA. The Finlays Group includes Flamingo Holdings, the market leading supplier of cut flowers and premium and prepared vegetables to UK retailers and Homegrown, an extensive network of farms in East and South Africa and China. Omniflora GmbH is the market leading supplier of Fairtrade flowers to mass market retailers in Continental Europe.

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