

ANNOUNCEMENT

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Benary strengthens breeding focus

Dear Customers and Friends,

For over 165 years, Benary has maintained a strong passion for breeding and is known as a leading innovator of ornamental varieties. We are happy to inform you about recent decisions that will once again strengthen our focus on exceptional breeding.

As of November 1, Mr. Douglas Holden will join our company as newly appointed Global Head of Breeding. His profound breeding capabilities as well as his extensive experience in our industry will help us to further improve our research and development. We are also happy to announce that Mr. Orlando de Ponti has recently joined our supervisory board. As the President of the International Seed Federation (ISF) Orlando de Ponti will provide us with vast experience and an excellent network.

Our company has once again increased its research quota. In order to reduce our organizational complexities, we will reduce the number of own breeding and production locations from seven to five. This focus has been accomplished under climatic and hemispheric optimization of our activities. This decision includes the closing of our operation in Lompoc, California, as of January, 2010. As a result of this decision, we will not participate in the California Spring Trials 2010, but shift our participation in this show to a biennial cycle. Therefore, please consider this an invitation for the 2010 European FlowerTrials® and the Chinese Pack Trials in Hangzhou. In 2011 we will once again participate in the California Spring Trials.

We feel that in our fast changing industry, speed is more important than size. We believe that only superior products will ensure an independent and prosperous future. We are excited to continuously present you great products from a fine breeder.

Yours faithfully,



Matthias Redlefsen
Managing Director



Nick ten Pas
Managing Director

About Benary:

Benary was established in 1843 and is a leading ornamental seed breeding company. The independent family business continuously develops new seed varieties for the global professional ornamental industry. Benary exports over 80 % of its sales into more than 110 countries.