

PRESS RELEASE

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Winners of FloraHolland Awards for 2008 announced

FLORAHOLLAND AALSMEER, 5 June 2008 (press release) - This year was the first time that FloraHolland awarded its FloraHolland Awards in four categories. At a festive night in Noordwijk, the Glass Tulips were presented to the winners in the categories Cut Flowers, Garden Plants, Indoor Plants and Concepts. Dutch TV presenter and jury chairman Rob Verlinden had the honour of announcing the winners.

In the category “Indoor Plants”, the winners are:

1. Sansevieria ‘Spaghetti’ - Van der Arend Tropical Plantcenter
2. Zingiber officinalis ‘Chinapalm’ - Gebroeders van der Knaap
3. Anthurium andreanum ‘Black Queen’ - Rijnplant

In the category “Cut Flowers”, the winners are:

1. Alstroemeria ‘Hawaiian Dream’ - Hilverda Plant Technology
2. Rose ‘Avalanche Peach+’ - Lex Roses en Van den Berg Roses
3. Gerbera Gerfolia - Terra Nigra BV and Colours of Nature

In the category “Concepts”, the winners are:

1. Snacker - Plantenkwekerij van der Lugt VOF
2. Welllife - Beekenkamp Plants
3. Field Friends - JB Matricaria

In the category “Garden Plants”, the winners are:

1. Skimmia japonica ‘Magic Marlot’ - Van Son and Koot
2. Alstroemeria Inticancha series - Hilverda, Kwekerij W. van Diemen and Kwekerij De Blaak I BV
3. Dendrobium ‘Berry Oda’ - Franssen Orchids

Enthusiastic jury

A professional panel of judges led by Rob Verlinden judged all nominated products. Rob Verlinden, who judged products especially on their practical value, had the following to say about the winner *Skimmia japonica* "Magic Marlot": "This *Skimmia* grows quite steadily and especially breadth wise. Most *Skimmias* have untidy proportions. This one definitely has not!"

Trend watcher Romeo Sommers (also known as presenter of the Dutch TV programme "*Tuinruimers*") looked at products' sensitivity to trends. "Beautiful colours," he said about the *Alstroemeria* "Hawaiian Dream". "It fits well into a wildflower bouquet in a romantic country home, as well as in a mono-bouquet in a modern environment," Romeo said.

Flower arranger Geert Maas looked at each plant, flower or concept with a critical eye to see whether it fitted into the experience of the consumer. Said Geert about the winner in the category "Indoor Plants": "The *Sansevieria* 'Spaghetti' has a nice shape that always stands out, and it lasts a long time. An example of a good kick-off."

Lastly, Rob Geus, also a well-known Dutch TV presenter, gave his verdict on consumer information: "The Snacker," he said. "Tremendous, a great name! At long last we have another healthy snack!"

The cameras of the TV programme "*Tuinruimers*" were present at the presentation of the FloraHolland Awards. A compilation of the judges' comments and the award presentations will be broadcast on Dutch television on Saturday, 7 June (SBS6, 5-6 pm).

About the FloraHolland merger combination

On 1 January 2008 Bloemenveiling Aalsmeer and FloraHolland merged. The new FloraHolland cooperative offers growers and customers a network of six locations (Aalsmeer, Naaldwijk, Rijnsburg, Venlo, Bleiswijk en Eelde), a single national intermediary organization (FloraHolland Connect) and a centrally managed Import department. Around 4,500 staff work at FloraHolland and annual sales are in excess of 4 billion euro.

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