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# PRESS RELEASE

## RIVERDALE FARMS ADDS TWO MORE INDUSTRY VETERANS TO ITS GROWING MASS MARKET BUSINESS UNIT

**Miami, Florida – September 12, 2011:** Riverdale Farms announces the hiring of two more industry veterans to its growing Mass Market business unit. Elizabeth Kraus and Sean Diblin both join the team specializing in mass market sales.

Kraus brings with her 15+ years in the industry, specializing in mass market sales for Infinity Bouquet, CFX/LaFleurette and most recently, Stems.

Diblin, also with 15+ years industry experience, was most recently with American Flower Group/Blumex USA. Before that, Diblin worked in both mass market and wholesale for Wholesale Inlandes/Latif Farms/Farm Connection, and Everflora in Miami.

“Last year we were able to bring Manny Fraga on board, who proved to be a tremendous asset,” says Sandy Jahnke, Director of Sales & Marketing for Riverdale Farms. “Kraus and Diblin are both expert hires who will add to our continuously growing Mass Market group. We’re very excited to have them both on board with us.”

About Riverdale Farms, Inc.:

Riverdale Farms is a premier provider of fresh cut flowers and bouquets to the wholesale and mass market industries in the US and Canada. Established in 1970, we market and sell products from our farms and other global suppliers. Their award-winning product quality combined with our first-in-class customer service make Riverdale a trusted and preferred supplier to leading wholesalers and mass marketers across the country. Our farms employ over 3,000 people and are Florverde®, ISO, Eurogap, Rainforest and ETI certified. In addition, Riverdale is only one of two floral companies in the United States to receive an EPA award for environmental excellence.

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