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## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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## Ball and Selecta announce exclusive distribution agreement in North America

WEST CHICAGO, IL – Ball Horticultural Company and Selecta Klemm announce that effective June 1, 2009, Ball will become the exclusive supplier of Selecta genetics in North America. All Selecta unrooted products, including annuals, perennials and potted plants will be available through Ball. Selecta's extensive Root & Sell network will continue to supply top quality rooted liners through their existing North American broker group.

"Selecta is well known for their innovative and high-quality of breeding. Their products, combined with our market-leading service and supply chain will provide growers with the best vegetative solution to meet their needs," said Cees Boonman, Vice President of Ball Horticultural Company. Selecta's MiniFamous™ is the leading calibrachoa series in the market and has played a key role in establishing Selecta's position in North America.

"We are very pleased to be working with Ball in this partnership," said Nils Klemm, Chief Executive Officer of Selecta Klemm GmbH & Co. "Ball is well known for their strength in distribution and service in North America. Their focus on the grower fits nicely with our overall corporate direction and together, we will provide the optimal solution to our customers."

Current Selecta Root & Sell stations will remain intact and will continue to offer rooted Selecta genetics through their current broker customers. Selecta will continue to host customers at their 2009 Pack Trial location in Encinitas, California and will be showcasing over 50 new products.

This partnership is for the North American market and will not change the relationship between these two companies in other regions of the world such as Europe.

For more information, please contact Ball at 800 879-BALL. Visit Ball's Shoppes on Main in Santa Paula, California or the Selecta Profit Center in Encinitas, California, March 28 - April 3, 2009.

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**Ball Horticultural Company** is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties to the world of horticulture, including the [Wave](#)<sup>®</sup> petunia family; [Dazzler](#)<sup>®</sup> and [Super Elfin](#)<sup>®</sup> impatiens; and [Fiesta](#)<sup>™</sup> double impatiens. The company offers the [Simply Beautiful](#)<sup>®</sup> and [Circle of Life](#)<sup>®</sup> programs exclusively for independent garden centers. Ball has worldwide production, sales and marketing through its many subsidiaries on six continents.

**Selecta Klemm** serves the North American market and distributes through brokers and root & sell companies in the U.S. and Canada. It is part of the **Selecta Group**, one of the leading breeding and propagation companies in the business of vegetative propagated ornamental plants worldwide. Selecta has over one thousand varieties that are protected under Plant Breeder's Rights and 35 genus that are subject to a breeding process in the area of Bedding and Balcony plants, Potted plants Perennials and Cutflowers, There are over 1000 staff members in seven sites located in Europe, Africa and North America.