

PRESS RELEASE

DALAT HASFARM STRENGTHEN Foothold IN CENTRAL & NORTHERN MARKETS

HCMC, July 15, 2014 - The opening of the new retail shop in Hanoi and distribution center in Danang marks a new chapter of steady growth for Dalat Hasfarm. As Vietnam's leading flower producer, Dalat Hasfarm has established their brand in both markets for the past 16 years and achieved remarkable results.

As Mr. Bernhard Schenke - Vice General Director of Dalat Hasfarm - comments, *"After years of building our presence in both regions, we believe the time is right to expand our business. The northern market has grown significantly since we first opened our distribution center in 1998. With our new retail shop opening, we hope to bring our flowers closer to the end-users in Hanoi. We also look forward to speeding our growth in the central region with our new distribution center in Danang where we can offer our customers with high quality products and efficient sales services."*

Hanoi flower retail shop

Nestled in the busy Hai Ba Trung Street, the new Dalat Hasfarm retail shop is a colorful oasis of beautiful blooming flowers, carefully selected and creatively arranged to delight and excite both the flower lovers and demanding professional florists. The signature earthy tone shop front gives a warm welcome to customers who will be charmed by the dazzling beauty of countless flowers, including varieties exclusively grown and supplied by the company's 3 farms in Dalat, Da Quy and Daron as well as the lush, luxury looks of premium import flowers from Holland and Ecuador.

Ms. Thuy Nga, the company's Northern Sales & Distribution Manager, shares *"Flowers play a significant role in our life as they light up our home and celebrate our special occasions. We hope this new shop will become a destination for people to come and have an enjoyable flower experiences."*

Officially opening on **July 21, 2014** Dalat Hasfarm flower shop at **73 Hai Ba Trung, Hoan Kiem Dist., Hanoi** offers attractive promotion coupons and a 10% storewide discount for all customers from July 21 to Aug 21, 2014. Information about the retail shop upcoming activities and promotions will be updated regularly on the company's own Facebook community: ***Facebook.com/hoatuoi.dalathasfarm***

For inquiries and orders, customers can also contact the retail shop at:

73 Hai Ba Trung, Cua Nam Ward, Hoan Kiem Dist., Hanoi

Tel: (04) 3941 3031 & (04) 3941 3032

Email: hnretails@dalathasfarm.com

Danang Distribution Center

Conveniently located on Nguyen Huu Tho Street in Danang, Dalat Hasfarm Distribution Center will be open for business on **July 24, 2014**. Catering specifically for the growing demands of flower wholesalers

and flower shops in Danang, the distribution center has an open, welcoming front area where customers can easily browse the company's high quality and exclusive flowers on display while exchanging information with the dedicated sales staff.

According to Mr. Vinh Phuc, Regional Sales Manager, *"The opening of this new distribution center marks an important milestone for our company in developing the central market. To deliver on our commitment to provide customers with high quality flowers, all our flowers receive careful post-harvest treatment and packing solutions. We also invest in the two spacious and advanced cool cells for cut flowers and pot plants to keep our products fresh and in their prime when reaching our customers."*

The distribution center also offers premium import flowers from Holland and other countries as well as other floral auxiliary products including imported Smithers-Oasis floral foams and Chrysal flower food and other materials.

For flower inquiries and orders, customers can contact the distribution center at:

513 Nguyen Huu Tho, Danang

Tel: (0511) 369 72 79

Fax: (0511) 369 72 78

Email: dns@dalathasfarm.com

The year 2014 marks the 22-year journey of Dalat Hasfarm in Vietnam. Recently voted as "Vietnam High Quality Brand" in a consumer poll in February 2014, the company produces around 100 million flowers annually and is considered the country's leading grower and exporter of flowers. Thanks to the mild climate of Vietnam highlands, Dalat Hasfarm cultivates year-round products ranging from cut flowers, decorative leaves, potted flowers to young plants. Dalat Hasfarm is also a pioneer in the import and development of premium flowers from Holland and other countries around the world.

For more information, please contact Ms An Nhien - Marketing Manager - annhien@dalathasfarm.com