



MEDIA ANNOUNCEMENT

WILLIAM SINCLAIR HOLDINGS PLC
("William Sinclair", the "Company" or the "Group")

23 August 2010

WILLIAM SINCLAIR TO DISTRIBUTE MONRO'S GROWING SUCCESS ORGANICS PRODUCT RANGE

William Sinclair Horticulture Limited, one of the UK's leading suppliers of growing media and a subsidiary of William Sinclair, has signed a distribution agreement with Monro Horticulture Ltd ("Monro") to distribute Monro's product range of Growing Success Organics.

The agreement is expected to contribute approximately £3 million of revenue for William Sinclair in the financial year ending 30 September 2011. As part of the deal William Sinclair has provided working capital support to Monro.

Growing Success Organics manufacture and market a wide range of market leading garden safe chemicals and consumer horticultural products, and the product range includes organic chemicals for the control of slugs, rodents, weeds and insects and specialist gardening products.

By leveraging William Sinclair's extensive retail sales network, the distribution agreement will significantly increase the number of outlets where Growing Success Organics products can be sold. In addition, the distribution agreement marks a strategic move by William Sinclair to broaden the range of premium and environmentally sensitive products it supplies to its customers.

Over the past 20 years Growing Success Organics has established itself as market leader in garden safe chemicals, all supported by its 'Children and Pet Safe' symbol which is now recognised throughout the industry as the symbol of trust.

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Similar to William Sinclair, which is renowned for its industry leading peat free products, Growing Success Organics focuses on working towards the encouragement of biodiversity within the environment. Growing Success Organics has a research team committed to developing and fine tuning safe and effective products for use in our gardens.

Danny Adamson, Managing Director, William Sinclair – Retail, commented.

“William Sinclair and Growing Success Organics have very similar company philosophies in that we are both committed to providing customers with leading, high quality premium brands while being conscious of the need to minimise the environmental impact of our activities.

“By applying our own efficient customer service processes to the sale of the Growing Success Organics products, we look forward to broadening the customer base and ensuring levels of customer service that are second to none. We look forward to working with our new partners and supporting the growth of both of our businesses.”

Graeme Jennings, Managing Director of Monro Horticulture, said:

“Working with William Sinclair was the obvious choice for us at Monro, as we believe the Growing Success Organics products are fully complementary to the William Sinclair product range. We are absolutely delighted at this opportunity, which will undoubtedly open doors for us, and be good for both our existing customers as well as giving us the chance to reach many new ones.”

For further information: www.william-sinclair.co.uk

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