

1<sup>st</sup> July 2010

**William Sinclair Holdings PLC ('William Sinclair' or 'the Company')**

**Trading Update**

Following announcement of the Company's interim results on 2 June 2010, trading in our main selling season has continued to be strong, enhanced by the good weather.

Margins continue to be significantly ahead of last year as we see benefits from our ongoing efficiency programmes coming through. In addition, many of our smaller competitors are experiencing a shortage of material for sale due to a poor peat harvest in 2009. William Sinclair is experiencing no such supply issues as our investment in new technologies ensured we harvested sufficient material in the 2009 season, despite adverse weather conditions.

Our peat free alternatives have continued to perform well and our investment into developing superior peat free products continues apace. This is centred on the development of our new product called Sincro-BoostPlus which has similar qualities to peat namely: good water retention qualities, a low nutrient level, it is nitrogen stable, lightweight, looks like peat and is made from entirely renewable sources.

The peat harvest to date in 2010 has been of an excellent quality and volumes are ahead of internal forecasts, providing solid foundations for next year's Spring growing season. While we still have three months of the harvesting season ahead, we are pleased with progress at this point in time.

As a result of continued weakness in the market for industrial premises the valuation of a property identified for disposal in Lancashire following the Metcalf acquisition has been revised downwards and a corresponding charge will be recognised in the full year results as an exceptional item.

Notwithstanding this property adjustment, the strength of the Company's underlying trading gives the Board confidence in its expectations of the outcome for the current financial year.

**For further information:**

**William Sinclair Holdings Plc**  
Bernard Burns, Chief Executive  
Peter Williams, Finance Director

Tel: 01522 537561

**Arbuthnot Securities**  
Alastair Moreton  
Alasdair Younie

Tel: 020 7012 2000

**Madano Partnership**  
Matthew Moth  
Charles Reynolds

Tel: 020 7593 4000

[www.madano.co.uk](http://www.madano.co.uk)

## **Notes to Editors**

William Sinclair Holdings PLC is one of the UK's leading producers of commercial horticulture and branded garden products. Its well established brands include J Arthur Bower's, Silvaperl and New Horizon - the leading brand in the fast growing peat free garden compost and organic plant foods sector. William Sinclair's customers include national accounts such as The Garden Centre Group (formerly Wyevale), Wilkinson, Homebase and B&Q as well as an extensive range of independent garden centres.