

7 October 2010

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

Trading Update

William Sinclair is pleased to announce the following trading update ahead of its full year results which are due to be announced on 5 January 2011.

Trading for the 12 months to 30 September 2010 is in line with the Board's forecasts. After good early peat harvests in April to June the rain in July and August slowed harvest operations. Nevertheless, the Company succeeded in building comfortable levels of peat stock for the season ahead. The Company also achieved satisfactory margin improvements from its on-going efficiency programme.

The peat-free market continued to expand during 2010 increasing a further 23% during the year. Our New Horizon compost, the clear brand leader in the market, benefited from this continued growth and built on its 44% like-for-like growth experienced during the first half of the year.

Demand for Sincroboost Plus, our peat substitute made from renewable materials, outstripped supply. Production of Sincroboost Plus is not affected by climatic conditions and supply of this highly sought after product is being increased in anticipation of further increased demand.

During the year the Company has developed drying technologies to reduce the impact of adverse weather on peat harvesting. This has helped create reliable streams of this growing material and so ensure we are able to meet increasing future demand for our products.

Discussions remain ongoing with Natural England over Bolton Fell compensation and we hope to be able to provide a further update in due course.

The Board is encouraged by improvements throughout the year and believes the Company is the best placed supplier of peat and peat-free products in the market.

For further information:

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

Tel: 01522 537561

Arbuthnot Securities
Andrew Kitchingman

Tel: 020 7012 2000

Ben Wells

About William Sinclair

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.