



**Vilmorin Clause & Cie**  
cultivating the taste of life

October 28<sup>th</sup> 2005

Public limited company with Board of Directors, with a capital of 145 896 429,75 euros.  
Head Office: 4 Quai de la Mégisserie – 75001 PARIS (France)  
R.C.S. Paris 377 913 728

## **Vilmorin Clause & Cie sells its Home Garden Seeds business in North America**

**In accordance with the decision previously announced, Vilmorin Clause & Cie has withdrawn from the North American Home Garden seeds market by selling its subsidiary Ferry-Morse Seed Company (Fulton, Kentucky) to the Norwegian group Jiffy International AS.**

**This agreement involves the sale of Vilmorin Clause & Cie's entire stake in Ferry-Morse for an aggregate price of 24.6 million dollars.**

### **The North American gardening market: specific requirements that cannot be ignored**

As Daniel CHERON, CEO of Vilmorin Clause & Cie, declared:

“The specific requirements of the North American market, in particular product line-ups and distribution networks, meant that Ferry-Morse's business no longer fit with the global strategy we redefined last spring for our Home Garden division.

Within this context, we looked for the best solution for the future of Ferry-Morse. Jiffy International AS, well-known throughout the world in the gardening sector, was in our opinion the best candidate to continue and consolidate the future development of Ferry-Morse.”

Ferry-Morse achieved sales of 43 million dollars for the fiscal year 2004-2005.

### **This sale is part of the refocusing strategy adopted for the Home Garden business.**

The decision to sell Ferry-Morse was announced by Vilmorin Clause & Cie last May.

It is part of a global plan of action aimed at gradually refocusing Vilmorin Clause & Cie's Home Garden business portfolio on the main European gardening markets.

This plan is focused on a growth model that emphasizes an active sustainable policy of innovation built up around a limited number of high-profile brands.

*World leader at the cutting edge of innovation, Vilmorin Clause & Cie has been creating, producing and marketing vegetable seeds for vegetable production markets and amateur gardening for 260 years.*

*Its strategy and growth perspectives combined with a responsible view of its development, make its stock an efficient and high-profit security.*

*Listed on Eurolist by Euronext Paris since 1993, Vilmorin Clause & Cie's quotation is included in the CAC Mid 100 and SBF 250 indices.*

*ISIN code: FR0000052516 (RIN) –Reuters code: VILM.PA*

*Website: [www.vilmorinclause.com](http://www.vilmorinclause.com)*

For further information, please contact:

Daniel JACQUEMOND / Claire PLANCHE

Corporate Finance Department

Vilmorin Clause & Cie

BP 1 – F-63720 CHAPPES

Tel: + 33 (0)4 73 63 41 95 - Fax: + 33 (0)4 73 63 41 80

[daniel.jacquemond@vilmorinclause.com](mailto:daniel.jacquemond@vilmorinclause.com) / [claire.planche@vilmorinclause.com](mailto:claire.planche@vilmorinclause.com)