



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Ferry~Morse Seed Company Expands to White City

National seed and potting Soil Company to open first West Coast Facility

MEDFORD, Ore - Southern Oregon Regional Economic Development, Inc. (SORED I) is pleased to announce that the Ferry~Morse Seed Company will open its first west coast location in White City. The announcement is made after several months of collaboration between SORED I and numerous economic development agencies and private partners.

SORED I, the region's lead agency in business recruitment, responded to the State inquiry in October 2008. White City was one of several Oregon communities being considered. More than 15 potential sites were visited in a site tour in March 2009 by the company.

The Ferry-Morse Seed Company will lease 100,000 s/f on Agate Road in White City, in a warehouse facility owned and previously occupied by the Royal Oak Charcoal Company. The company is currently negotiating employment for its local facility manager and then will begin the hiring process for about 20 additional employees by December 2009. Projected employment is 25 full time positions and 75 seasonal positions.

The White City location will serve as a warehouse and distribution point for the West Coast. The company has additional plans to pursue packaging potting soils and seeds at the White City location in the near future, adding additional employees.

The recent addition of White City industrial properties to the Jackson County Rural Enterprise Zone, which offers property tax abatement incentives to traded sector companies making new capital investments, was additional cause for this national company to favor Southern Oregon for this expansion project.

SORED I Business Development Manager, Colleen Padilla, states "SORED I is thrilled to have assisted Ferry-Morse in choosing White City for its next location. The collaboration of numerous agencies and private partners was critical to this successful recruitment."

Ferry-Morse is headquartered in Fulton, Kentucky and has several other plants in the United States and Canada. Their Southern Oregon location will assist them in reducing transportation costs and time to numerous west coast customers including Lowes and Home Depot.

SORED I, as a private non-profit organization, is governed by a 21-member board of directors. Its seven-person staff is charged with local business expansion and new business recruitment, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in the two counties. The agency was formed as a regional economic development agency in 1987.