

"I saw it in

COUNTRY LIVING GARDENER"

Proven Winners®
PW
A Better Garden Starts
With A Better Plant.®



Nemesia 'Sunsatia™ Cranberry'



Pelargonium 'Fireworks Collection™'



Phlox 'Intensia™ Lilac Rose'

Next spring gardeners will be saying, "I saw it in *Country Living Gardener*." An exciting new program has been created by the editors of *Country Living Gardener* called "Editor's Choice." This program features just six plants, and all of them are Proven Winners varieties.

These select Proven Winners varieties are getting the *Country Living Gardener's* Editor's Choice seal of approval. Each of these six plants will be featured in *Country Living Gardener* magazine's first two spring issues.

"Proven Winners plants are tested regularly to ensure top quality," said Marshall Dirks, Director of Marketing, Proven Winners. "With our key plants being chosen as Editor's Choices, this will help retailers and growers determine what to grow and sell."

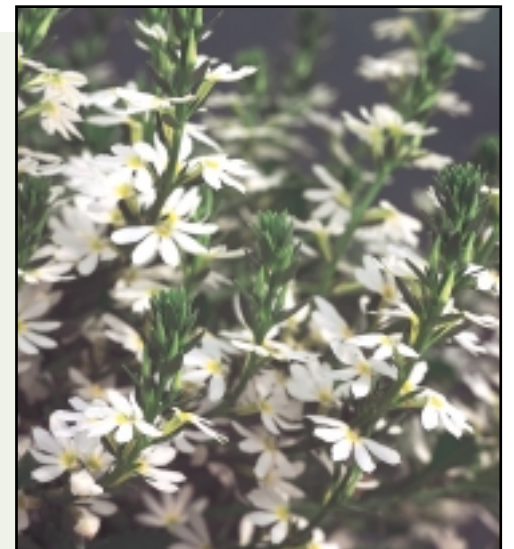
Growers and retailers should take note: consumers are going to read and hear about these plants — Nemesia 'Sunsatia™ Cranberry'; Pelargonium 'Fireworks Collection™ Salmon'; Phlox 'Intensia™ Lilac Rose'; and Scaevola 'Whirlwind™ White'.

If you want to bring in plants for early spring sales, look at getting 'Vanilla Butterfly', 'Superbells™ Pink Kiss', 'Sunsatia™ Cranberry', and 'Intensia™ Lilac Rose.' All of these have very good cold tolerance, and if properly hardened off, they will withstand light frost. They will also perform quite well through the summer and into fall.

If you are looking to bring in plants for late spring or summer sales look at 'Fireworks Collection™ Salmon', 'Intensia™ Lilac Rose', and 'Whirlwind™ White'. All of these plants have a great deal of heat tolerance and will thrive even during the dog days of summer. The 'Intensia™' or 'Whirlwind™ White' were the best looking plants in a number of university trials.

All of the plants in the collection will fly off of your bench in the heart of the spring season. Don't be caught short, order early and make sure you can reap the full benefits of the name recognition that will come for these varieties. To maximize your sales also be sure to order the other colors of the series' in this collection: 'Sunsatia™' (six colors), 'Intensia™' (three colors), 'Superbells™' (nine colors), and the 'Fireworks Collection™' (five colors). Consumers are likely to be enticed by other products similar to a chosen variety.

Country Living Gardener, published by Hearst Magazines, is a unit of The Hearst Corporation (www.hearst.com). Hearst Magazines is one of the largest publishers of monthly magazines, with a total of 17 U.S. titles and 115 international editions. Hearst's magazines are also read by more U.S. adult women than any other monthly magazine publisher.



Scaevola 'Whirlwind™ White'



Calibrachoa 'Superbells™ Pink Kiss'



Argyranthemum 'Vanilla Butterfly'

Proven Winners®
PW

This section is sponsored by Proven Winners — A Better Garden Starts With A Better Plant.®
For a glimpse of the new fresh faces for spring, visit Proven Winners online at www.provenwinners.com.

550 W. State St., Suite D • Sycamore, IL 60178 • (877) 865-5818 • E-mail: marshall@provenwinners.com