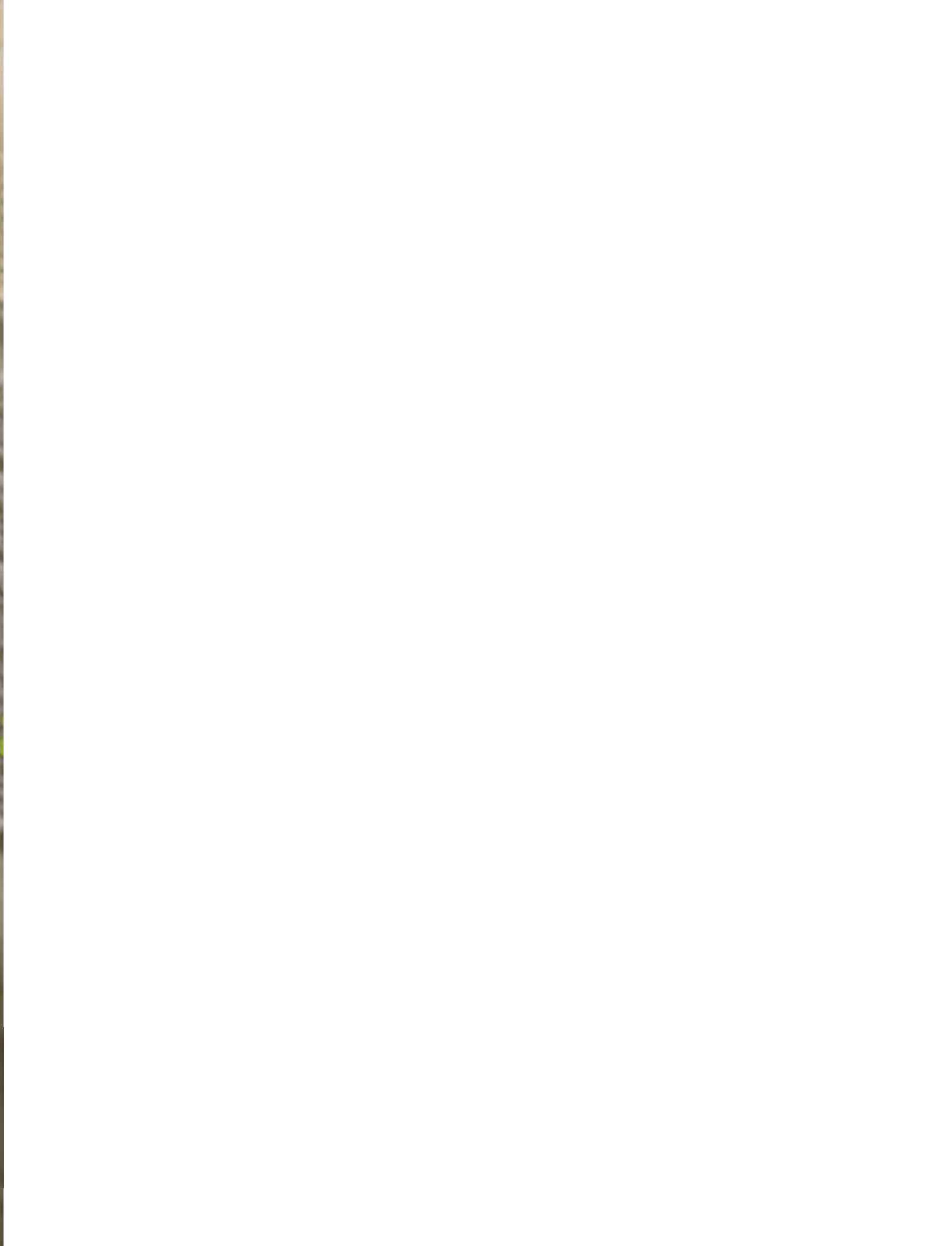




MARKETING

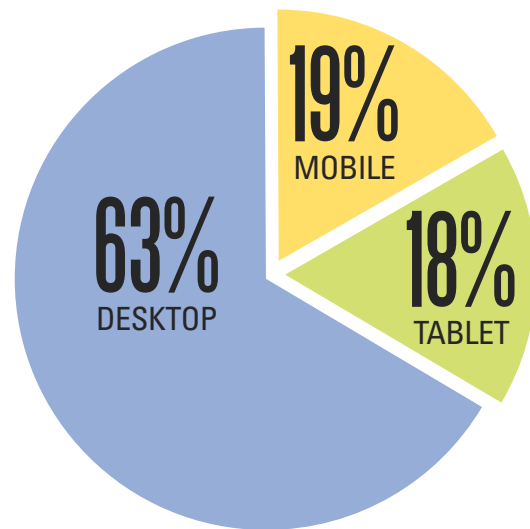


TARGETED MARKETING WORKS AND GOING MOBILE DOES, TOO

How do gardeners get their information and make decisions? There's only one way to know, and that's to listen to what they say. You do it in your business, and at Proven Winners, we do it, too.

And here's what we've found out from listening to both passionate and new gardeners. There's not just one way to reach them all. That's why we get the Proven Winners message out through both traditional advertising as well as new media. More and more consumers are using their smartphones and tablets to access information about gardening. So Proven Winners has established a strong digital presence to meet the needs of this growing audience.

37% of our visitors access our website using mobile devices



Consumers use their smartphones to learn more about our plants through the QR code on the plant tag



Traffic on our website is up 30%, and we continue to initiate new user-friendly interfaces to drive more traffic

Nearly 75,000 friends and fans follow us weekly on Facebook



Our growing commitment to online advertising creates millions of impressions for gardeners

Passionate Gardeners

Many avid gardeners look to experts like P. Allen Smith and traditional gardening magazines, television shows, and special events for their information. So Proven Winners focuses extensive marketing efforts in these areas.



Traditional gardening shows on television



Partnership with P. Allen Smith



Special events



Traditional gardening magazines featuring 2015 national combo (ad layout TBD)



6 Signature Gardens



Social media



Ideas for everyone

New Gardeners

Gardeners are increasingly turning to online resources and new experts to learn more about plants. That's why Proven Winners has launched new initiatives, such as those shown here.



84 million impressions



Partnering with Jamie Durie and IGCs for a Spring 2015 Tour



Lifestyle gardening magazines featuring 2015 national combo (ad layout TBD)



Outdoor advertising that gets attention

How we reach both audiences



Radio commercials across the country

WHAT PROVEN WINNERS IS DOING FOR YOU

January February March April May June

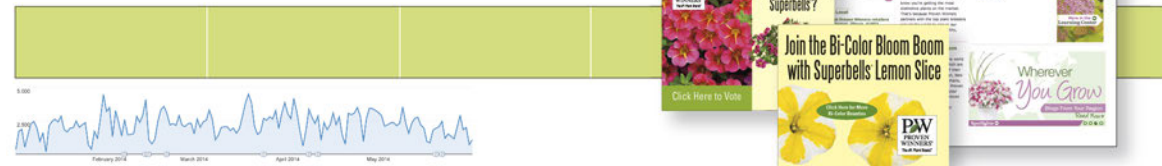
Advertising Proven Winners on Television



Creates 104 million impressions



Providing Year-Round Gardening Information and Retailer Listings on Our Website



We recommend 1000s of retailer listings to consumers daily.

Creates 10-13 million impressions

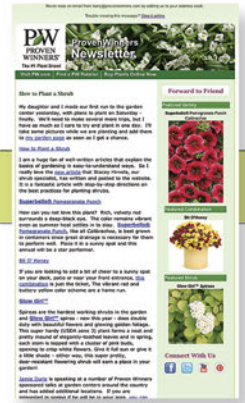


Delivering News to Thousands of Gardeners

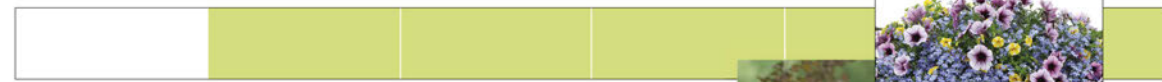


A monthly newsletter to 275,000 people July through March. Twice a month, April through June.

Creates 4.125 million impressions



Reaching Millions through Print Advertising

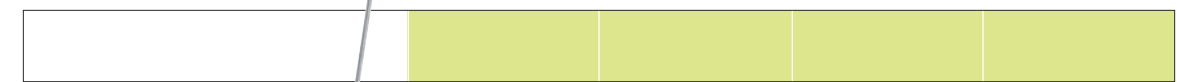


Creates 100 million impressions



January February March April May June

Getting Proven Winners Out on the Airwaves



Creates 80 million impressions



March Campaign Starting Dates: Atlanta, GA; Charlotte, NC; Dallas, TX; Denver, CO; Houston, TX; Los Angeles, CA; Minneapolis, MN; Philadelphia, PA; Phoenix, AZ; Raleigh, NC; Salt Lake City, UT; San Diego, CA; Tampa, FL; Washington, DC

April Campaign Starting Dates: Boston, MA; Chicago, IL; Cincinnati, OH; Cleveland, OH; Columbus, OH; Detroit, MI; Hartford, CT; Kansas City, MO; Louisville, KY; Milwaukee, WI; New York, NY; Portland, OR; San Francisco, CA; Seattle, WA



HGTV and DIY campaign – April 15 - June 15, 2015



Creates 84 million impressions



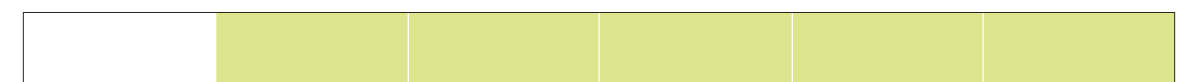
Creating a Popular Gardener's Idea Book



600,000 delivered in 2014; 700,000 expected in 2015



Taking the Proven Winners Message Outdoors



70 billboards creates an estimated 75 million impressions



Atlanta
Charlotte
Dallas
Los Angeles
San Diego
San Jose

Boston
Chicago
Cleveland
Columbus
Detroit
Grand Rapids

Hartford
Kansas City
Philadelphia
Minneapolis
New Jersey
New York

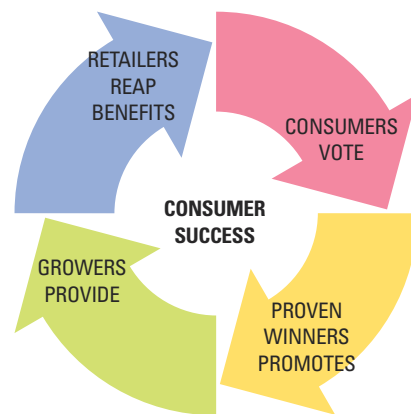
Schedules for 2015 to be determined.

INTRODUCING BAHAMA BEACH, THE 2015 NATIONAL COMBINATION

For four years, our national combination program has been a huge success for growers and retailers and a huge hit with consumers. We continue that success with the introduction of Bahama Beach, which features Superbells® Lemon Slice, Laguna™ Sky Blue, and Supertunia® Bordeaux.

Why does this program work? Because it's collaborative. Growers provide design ideas, consumers vote for their favorites, Proven Winners promotes the combo through an extensive advertising campaign tied to the *Gardener's Idea Book*, and retailers reap the benefits by ordering the combo and the POP to support it.

Place your orders for the 2015 Bahama Beach varieties and combo-specific tags so you can take advantage of the sales opportunities the national combination provides for your business.



2014 National Combo – Strawberry Kiss

SUPERBELLS® Pink *Calibrachoa* hybrid
SUPERTUNIA® Mini Appleblossom *Petunia* hybrid
SUPERBENA® Royale Whitecap *Verbena* hybrid

2013 National Combo – Velvet Skies

BLUSHING PRINCESS® *Lobularia* hybrid
SUPERTUNIA® Mini Silver *Petunia* hybrid
SUPERTUNIA® Royal Velvet *Petunia* hybrid



Bahama Beach will be featured in the 2015 *Gardener's Idea Book*, which will be distributed to 700,000 consumers in the spring.

SUPERBELLS® Lemon Slice *Calibrachoa*
LAGUNA™ Sky Blue *Lobelia*
SUPERTUNIA® Bordeaux *Petunia*



2012 National Combo – Bermuda Skies

SUPERBELLS® Yellow Chiffon *Calibrachoa* hybrid
SUPERTUNIA® Bermuda Beach *Petunia* hybrid
LAGUNA™ Sky Blue *Lobelia* hybrid

2011 National Combo – Picasso's Fantasy

SNOW PRINCESS® *Lobularia* hybrid
SUPERTUNIA® PRETTY MUCH PICASSO® *Petunia* hybrid
'Sweet Caroline Light Green' *Ipomoea batatas*



FOR 2015

He Believes in Proven Winners and Gets the Word Out

P. Allen Smith provides inspiration and fresh ideas for both passionate and casual gardeners. Because they trust his recommendations of Proven Winners varieties, this promotional partnership leads consumers into garden centers to purchase our plants, which translates into more sales for growers and retailers.



Perennials



Flowering Shrubs



GETTING IT WRITE

We Make Sure Garden Communicators Know About Our New Varieties

Garden communicators make it their business to tell consumers about the latest and greatest plants. And we make sure that they have many of them. Each year, Proven Winners provides samples of several of our new annuals, perennials, and shrubs directly to the doors of more than 300 garden communicators across North America. They grow them in their own gardens and then share their thoughts with the gardening public. It's an investment in getting the word out to consumers about what they can expect from Proven Winners.

Garden communicators received samples of the following plants this spring:



SUPERBELLS® Frostfire
Calibrachoa hybrid



DIAMOND DELIGHT™
Euphorbia hybrid



DARK KNIGHT™
Lobularia hybrid



SUPERTUNIA® Black Cherry
Petunia hybrid



PINK WONDER™
Scaevola hybrid



SUPERBENA® Cherryburst
Verbena hybrid



COLOR SPIRES® 'Crystal Blue'
Salvia nemorosa



DOLCE® Cinnamon Curly
Heuchera hybrid



SUMMERIFIC® 'Cherry Cheesecake'
Hibiscus hybrid



SUGAR SHACK™
Cephalanthus occidentalis



FIRE LIGHT®
Hydrangea paniculata