

PROVEN WINNERS 2012 RADIO CAMPAIGN



720-AM WGN Chicago

Campaign length: April 9 - May 27; 7 weeks
Number of commercials: 246 spots total
Spot Length: 60-second spots, 30-second live drop-ins,
 5-second Live In-Game drop-ins, news/weather/traffic billboards

Marketing Solutions:

- Proven Winners will be showcased within a comprehensive marketing campaign leading up to and throughout your peak selling season in the Midwest, which will include a strong on-air, onsite and online presence
- Go Cubs Go!! Proven Winners will again be showcased as the Presenting Sponsor for the Cubs Mother's Day Weekend Series on WGN Radio, which is set to take place in Milwaukee against the Brewers from May 11-13, 2012
- Proven Winners will be working with radio personality John Williams on plantings at his home to be featured on-air as well as online in a promotion referred to as King John's Royal Garden.

Mother's Day Weekend Cubs-Brewers Series At Miller Park: WGN Radio will showcase Proven Winners throughout the 2012 Cubs Mother's Day Weekend Series (Friday, 5/11/12-Sunday, 5/13/12) as hundreds of thousands of consumers are in the market for plants for their Moms, Mother-In-Laws, Wife, etc. Proven Winners will receive the following:

- (51) Live Out Cues Throughout The Series From Pat Hughes, Keith Moreland, Or Judd Sirott Recognizing Proven Winners As The Presenting Sponsor For The Cubs-Brewers Mother's Day Weekend Series- This will include approximately (17) In-Game Mentions during each of the three games set to take place at Miller Park.
- (35) 5-Second Live In-Game Drop-Ins By Our Cubs Broadcast Team During Our Live Play-By-Play Coverage- During the first (35) Cubs regular season broadcasts (Opening Day on April 5th through Mother's Day on May 13th), a member of our Cubs Broadcast Team (Pat Hughes, Keith Moreland or Judd Sirott) will provide Proven Winners with a live drop-in as the game action is taking place. For example, it will be delivered as follows, "Cubs lead by a run...third inning...the pitch to Barney...high for ball three. Cubs baseball today is sponsored by Proven Winners---the #1 Plant Brand in America. Visit ProvenWinners.com."

Customized On-Air & Online Promotion in Partnership with a WGN Radio Personality: WGN will develop a similar promotion (final dates and personnel details TBD) to the 2011 King John's Royal Garden promotion. As part of this customized promotion, Proven Winners will receive the following:

- (10) 30-Second Live Drop-Ins- Set To Air M-F 5A-8P Across All Of Our Major Dayparts (Final Dates TBD)
- Logo & Hyperlink on custom Contest page At WGNRadio.com

WGN Radio Fan Van Appearances: 3 WGN Radio Fan Van Appearances will be supported by (10) 10-Second Recorded Promotional Announcements during the (3) days leading up to each respective appearance. WGN Radio promotional items will also be distributed on-site during each appearance to increase interest and foot traffic for each respective event.

Additional Marketing: Large Proven Winners planters to be displayed in a prominent area in downtown Chicago

Plants mentioned:

Superbells® Calibrachoa
 Supertunia® Petunia
 Snow Princess® Lobularia
 Diamond Frost® Euphorbia
 'Banana Cream' Leucanthemum
 'Empress Wu' Hosta
 Invincibelle® Spirit Hydrangea
 Bloomerang® Purple Syringa

Daypart	Program	Spots
M-F	5:30a-9a (:60)	18
M-F	noon-3p (:60)	18
M-F	3p-7p (:60)	24
M-Su	5a-10p (:60)	60
5/11-5/13	Mother's Day Wknd Cubs Games	51
4/5-5/13	Regular Season Cubs Games (:05)	35
M-F	5a-8p (:30)	30
	Flight Total	246