



www.jollygardener.com

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Contact: Jennifer Martin
Alday Communications
615-791-1535 x25
Jennifer@aldaycommunications.com

JOLLY GARDENER LAUNCHES PREMIUM SOILS LINE

ATLANTA, Ga. – Jolly Gardener, a division of Oldcastle Lawn & Garden, has been providing mulches and related products to premium retailers since 1997. Now, the company is introducing its first line of premium soils for 2010, announced Kevin McDonald, vice president of sales and marketing.

The initial Jolly Gardener line will consist of three products: Potting Mix with Plant Food, Moisture Mate Potting Mix Plus Plant Food and Garden Soil with Plant Food: Veggie, Fruit, Flower & Herb Blend. These will be produced at and distributed from Oldcastle's 22 facilities throughout the south, midwest, mid-atlantic and northeast.

"The Jolly Gardener brand has been associated with quality, value-oriented products for more than a decade. We believe that, with the addition of a premium soils line, we are offering a win-win for retailers and consumers," said McDonald. "For our retail partners, they can combine their Oldcastle purchases into one order with one invoice for improved inventory management and consolidated invoicing. In addition, our soils are priced to provide retailers with maximum margin.

"We conducted extensive consumer focus groups this season and found that the consumer is still confused when shopping the potting soil category. With this in mind, we designed our packaging to be easy-to-understand with shelf appeal and combined this with best of class quality control to ensure consumers have an easy and successful gardening experience."

All of the Jolly Gardener products are regionally-formulated to ensure they perform up to expectations from region to region. The mixes include Canadian Sphagnum Peat Moss, professionally-aged nursery fines, reed-sedge peat/peat humus, composted

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forest products, horticultural perlite, ground dolomitic limestone (pH adjusted), wetting agent, controlled-release fertilizer and other organically composted ingredients.

“Basically all of the consumer blends of potting soils have the same ingredients. The key is in the quality of raw materials that are used and having a manufacturing process that guarantees consistency,” said McDonald.

To this end, Jolly Gardener brought in Steve Jarahian, a recognized industry expert in blending raw materials and creating efficient, consistent manufacturing processes, as Director of Technical Services and Quality Control. Previously, he had served as Vice President of USA Manufacturing for Conrad Fafard, Inc.

“Through Oldcastle, Jolly Gardener already had the manufacturing facilities in place to produce premium potting mixes. The company has invested heavily in research and I am confident we are bringing products to market that will perform above and beyond expectations for both retailers and consumers,” said Jarahian, who is already being referred to as “the” Jolly Gardener.

Jolly Gardener products will only be sold through a network of premier retailers and will not be available through mass merchants or discount retailers. The company has also invested significant resources in its packaging, according to McDonald.

“We understood we were entering into a competitive marketplace and that our products had to pop off the shelves. Having the right packaging was absolutely critical,” he added. “Through focus groups and industry feedback, we have developed bags that have a clean, easy-to-understand look and feel. They look great on the shelves and on pallets.”

The Jolly Gardener line of premium potting mixes will be available in January. For more information, visit www.jollygardener.com.



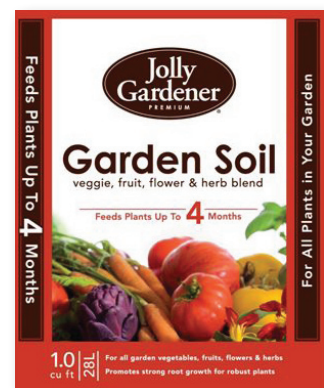
Potting Mix with Plant Food

- Perfect base mix developed for indoor and outdoor containers, baskets and window boxes
- Available in 16 qt (retail price: \$6.99), 1 cu ft (\$8.99), 2 cu ft (\$12.99)



MoistureMate Potting Mix

- Same great mix as Potting Mix with **MoistureMate** polymer crystals to prevent over- and under-watering
- Available in 16 qt (retail price: \$7.99), 1 cu ft (\$10.99), 2 cu ft (\$14.99)



Garden Soil: Veggie, Herb, Fruit and Flower Blend

- Developed to specifically grow nutritious vegetables, herbs, fruits and flowers
- Available in 1 cu ft (retail price: \$5.99), 2 cu ft (\$8.99)