



FOR IMMEDIATE RELEASE

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www.jollygardener.com

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INDUSTRY VETERAN IS MASTER BLENDER FOR NEW PREMIUM LINE OF SOILS
Steve Jarahian Brings Over Four Decades of Experience to Jolly Gardener Brand

ATLANTA, Ga. – Soilless media master blender and industry veteran, Steve Jarahian, is the man behind the new line of Jolly Gardener Premium® soils.

Jarahian joined Oldcastle Lawn & Garden Inc. as director of technical services and quality control in January of 2009 and quickly began updating the company’s blending process, equipment and quality standards.

“Steve’s experience spans the entire process of creating and selling premium soil mixes at retail-- from raw material selection and manufacturing processes to packaging custom blends and delivery to the garden center,” says Eoin Lehane, President of Oldcastle Lawn & Garden. “His dedication to consistency and quality ensures that consumers will receive a high quality, value-added product that will outperform their expectations in the garden.”

And, because of his personality and well-known love of the gardening industry, many are already referring to Jarahian as “the” Jolly Gardener.

The new line of Jolly Gardener Premium soils consists 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. The line is exclusively sold to premier retailers.

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With more than four decades in the horticultural industry, Jarahian is a renowned expert in the development of soilless media mixes. His experience includes blending raw materials for professional results (growers) and institutions, including universities and botanical gardens. He is a member of numerous industry organizations and was formerly the president of the Mulch and Soil Council (2003-2006).

Prior to joining Oldcastle, Jarahian spent more than 29 years with Conrad Fafard, Inc., most recently serving as VP of US Manufacturing. He has managed over 275 SKUs and 800 custom blends, assisted in building three manufacturing facilities and a bark processing plant, in addition to developing two growing media plants in Canada. Jarahian received his B.S. in Horticulture and Agronomy from the University of Georgia and worked for both Georgia Golf & Garden and W.R. Grace.

About Jolly Gardener®

Jolly Gardener is a retail brand owned by Oldcastle Lawn & Garden. Jolly Gardener products include soils and mulches sold only through independent garden centers and other premier retailers. Spring 2010 marks the launch of the Jolly Gardener Premium soils line including Jolly Gardener Premium Potting Mix, Jolly Gardener Premium Moisture Mate Potting Mix and Jolly Gardener Premium Garden Soil: Veggie, Fruit, Flower & Herb Blend. For more information, visit www.jollygardener.com.

About Oldcastle Lawn & Garden®

Oldcastle Lawn & Garden is a multi-regional provider of packaged consumer lawn and garden products including: mulches, soils, organics, soil amendments, limestone and decorative stone. The company operates 30 facilities and manufactures products under multiple brands, including Jolly Gardener®, Soil Dr.®, Green' n Grow®, KolorScape® and Bella Vista®. Oldcastle Lawn & Garden also provides private labeled products for lawn and garden retailers.

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