



**FOR IMMEDIATE RELEASE**

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[www.jollygardener.com](http://www.jollygardener.com)

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**NEW PREMIUM SOILS GIVE HOMEOWNERS MORE CHOICES**

HAINES CITY, Fla.—Homeowners will soon have a new choice in premium garden soils and potting mixes as the first bags of Jolly Gardener Premium® were manufactured at the Oldcastle Lawn & Garden facility in Haines City and delivered to area garden centers on Tuesday.

“The process went smooth and the finished products look great,” said Steve Jarahian, director of technical services and quality control. “The premium line consists of high quality potting mixes and garden soil that have been specially formulated for homeowner success and ease of use, not to mention retailer profits.” And with more than 30 years experience creating custom blends, Jarahian knows what it takes to blend a successful growing mix.

The Jolly Gardener Premium line 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. All three are being produced at the local Haines City facility.

“We believe the high quality packaging will make customers take notice of the new premium line and the straight forward messaging will clear up consumer confusion,” added Jarahian.

Oldcastle Lawn & Garden spared no expense with the top quality packaging used for Jolly Gardener Premium Soils, including extensive consumer research that revealed many homeowners are confused by the multiple growing media choices in the market today.

“Jolly Gardener Premium is designed to be easy-to understand with high shelf visibility and appeal for homeowners,” commented Kevin McDonald, vice president of sales and marketing. “We believe the packaging will sell the product the first time and the high quality ingredients will keep homeowners coming back.”

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According to McDonald, the new premium line is a win-win for both retailers and consumers. Jolly

Gardener Premium is priced to provide retailers with maximum margin, and it allows retailers to combine their Oldcastle purchases into one order with one invoice for improved inventory management. And homeowners now have another option when it comes to purchasing a premium soil or potting mix.

Jolly Gardener Premium Soils are blended with the busy homeowner in mind. Combining top quality raw materials and new blending technology, the Jolly Gardener Premium line guarantees consistency from bag to bag.

The first delivery of Jolly Gardener Premium arrived at the Ace Hardware Center in Palm Bay on Tuesday. Approximately 43 additional Ace Hardware Centers in central Florida will be receiving Jolly Gardener Premium soils this week.

### **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](http://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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