

# WHEN P. ALLEN SMITH TALKS, GARDENERS LISTEN AND THIS YEAR HE'S TALKING ABOUT PROVEN WINNERS®



“The goal of both Proven Winners and myself is to inspire consumers to greater gardening success. By working together, we can create even greater synergies and more successful consumers — and as a result, more beautiful gardens.”

Proven Winners®  
**PW**  
A Better Garden Starts  
With A Better Plant.®

P. Allen Smith, the gardening expert American consumers rely on, is partnering with Proven Winners, the leading plant brand in North America, to provide today's gardener with ideas, inspiration, and superior products. It's a partnership designed to help consumers create beautiful gardens.

## Reaching the Gardening Audience

Before you can inspire someone, you have to have their attention. Both Allen and Proven Winners know how to get the word out. With his own weekly PBS series and syndicated TV show, as well as his regular magazine columns and appearances on NBC's Today Show, AOL, and The Weather Channel, Allen reaches millions of consumers. Proven Winners knows how to reach the gardening audience, too, through regional and national magazine advertising, PBS sponsorship, and advertising campaigns with The Weather Channel.

## Increasing Sales with the “Hot 18”

This partnership will help increase consumer awareness of Proven Winners plants, which translates into more sales for the grower and retailer. One of the first steps in building this awareness is the “Hot 18” list, which includes 18 Proven Winners varieties selected by Allen for their exceptional visual impact and color and low maintenance characteristics—a winning combination for consumers.

During the year, he will share his experiences growing these superior plants. Consumers will see and hear his comments in magazine articles, online in “Allen's Garden” features at [pallensmith.com](http://pallensmith.com), and during his TV shows and upcoming book tour and appearances. This wide media exposure will showcase Proven Winners to millions of potential customers.

## Will You Be Ready?

What customers see and hear about these “Hot 18” is sure to get them into garden centers. Be ready to grow, merchandise, and promote these varieties and you'll see the impact on your bottom line.

*For more information on ordering any of the “Hot 18” varieties, visit [www.provenwinners.com](http://www.provenwinners.com).*

# THE HOT 18 VARIETIES FOR 2006 ARE:



'Angelface® Blue' Angelonia



'Angelface® Pink' Angelonia



'Superbells® Plum' Calibrachoa



'Superbells® Red' Calibrachoa



'Dolce™ Key Lime Pie' Heuchera



'Broadway Lights™' Leucanthemum



'Laguna™ Sky Blue' Lobelia



'Blue Bird' Nemesia



'Lemon Symphony' Osteospermum



'Charmed™ Velvet' Oxalis



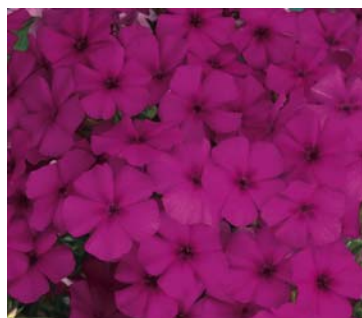
'Supertunia® Vista Bubblegum' Petunia



'Supertunia® Royal Velvet' Petunia



'Intensia® Neon Pink' Phlox



'Intensia® Cabernet' Phlox



'New Wonder®' Scaevola



'Whirlwind™ White' Scaevola



'Snowstorm® Giant Snowflake®' Sutura



'Cabana™ Trailing Blue' Sutura

Proven Winners®  
**PW**

A Better Garden Starts  
With A Better Plant.®