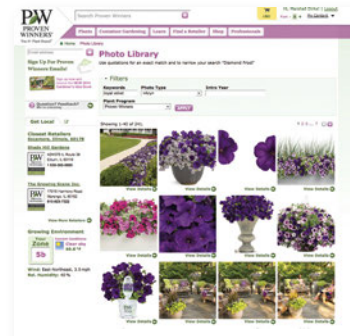
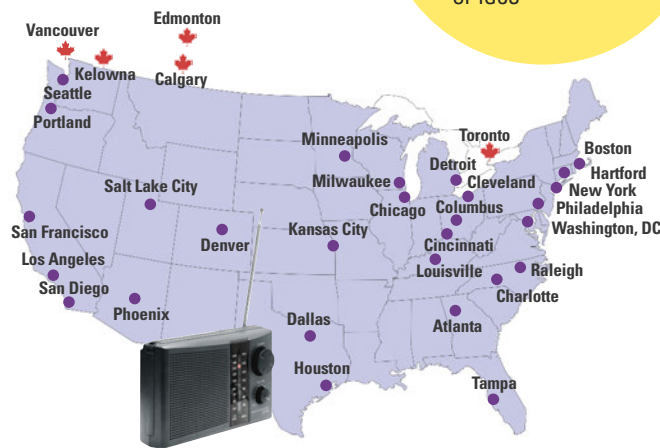


RETAILER RESOURCES



HELPING IGCs EVERY STEP OF THE WAY

- FREE** Wholesale and Retailer listing
- FREE** Training - Certified Program
Join thousands of IGC employees each year for our annual training program Jan 15 - May 31st.
- FREE** Radio advertising
We love to support IGCs wherever we have a radio campaign occurring. (see page 248)
- FREE** Promotion of your event on our website
(jeanine@provenwinners.com)
- FREE** Social Media promotion of your event/open house
(jeanine@provenwinners.com)
- FREE** Gardener's Idea Books
(you just pay the postage)
(see page 246)
- FREE** Photo Library
- FREE** Event Support
We'd love to help you coordinate an event with P. Allen Smith, Jamie Durie, Kerry Ann Mendez or a Proven Winners expert.
- FREE** P.O.P. Support
Thousands of options to customize your garden center and help consumers shop.



* Represents Canadian propagator annual sales, excluding Walters Gardens and Spring Meadow Nursery.

WHAT I GARDEN CERTIFICATION MEANS FOR YOU

When your staff takes the time to become iGarden Certified, there are some real benefits for your garden center. Here's what you can expect.

Plant Expertise that Sells

The first and most obvious benefit is that you'll have a staff that is well trained in the characteristics, growth habits, care requirements, and new varieties of Proven Winners annuals, perennials, and shrubs. Your employees will know how to take full advantage of Proven Winners' merchandising and marketing support in ways that will not only increase sales of Proven Winners plants but can establish your garden center as the resource for local gardening expertise in your area.

Priority Listing on Our Website

Following certification, your garden center will automatically receive a priority listing on the Proven Winners website for those who visit our site from your local area. That results in great visibility for your garden center, since millions of customers visit our website every year.

You'll also be entitled to display the Proven Winners Certified Garden Center logo on your own website and at your garden center, so customers can easily identify your expertise with our plants. That expertise earns the trust of every customer, from the beginning gardener to the passionate enthusiast.

Use Our Resources – FREE

As a Proven Winners certified garden center, you will also have access to tools such as the Proven Winners Photo Library, newsletters, and other marketing updates. You'll be among the first to hear about new initiatives and will have the opportunity to be an active voice in the Proven Winners network.

Free Merchandise

Customers will want to find your certified staff members, so we'll send you a FREE reward of your choice for every certified employee. You can choose from a t-shirt, recognition pin, 50 customized business cards, or a \$6 credit per certified employee to be used at the Proven Winners store, redeemable for P.O.P. There's no better way to build and maintain the excitement of the coming season than kicking it off with Proven Winners iGarden training for you and your staff!

An Easy Process

To start the iGarden certification process, simply go to www.provenwinners.com/professionals/igarden



500+ Canadian IGC employees trained in 2014

Certified Garden Centers can choose from this assortment of rewards



T-shirt



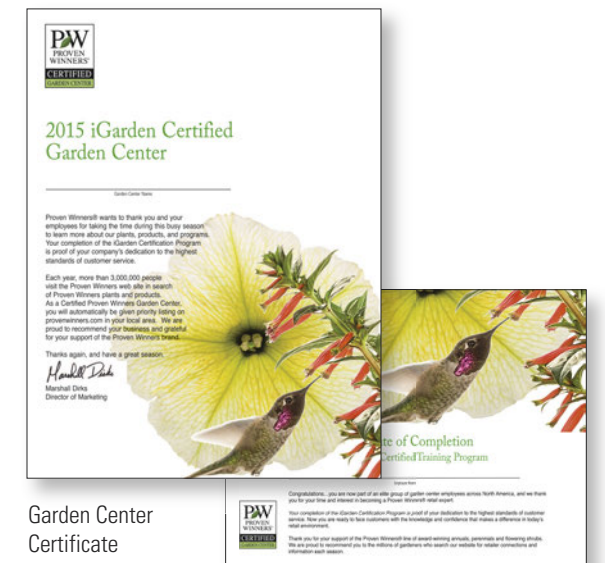
\$6 P.O.P. credit



50 business cards



Recognition pin



Garden Center Certificate

Employee Certificate

I GARDEN F.A.Q.s

How long does it take to complete certification?

The iGarden certification video is 50 minutes long. Following the video, most people can complete the accompanying test in 15 minutes or less. Certification is complete when all of the employees registered for the training have completed and submitted their tests.

Can all of the employees certify at once?

To expedite certification, companies with a location suitable for the entire staff to view the video and immediately take the test often opt to use the DVD version of the program, print out the exams sheets, and fax (815-895-1873) the exams to Proven Winners all at once. Employees may also view the training video and take the test online from home.

Regardless of the method chosen, certification is considered complete when the number of employees registered matches the number of employees who have submitted their tests.

Can I add or delete employees after the initial signup?

You may add or delete as many employees as you like by simply returning to your iGarden manager's registration page. If you'd like to certify additional employees after your garden center has become certified, please contact us at 877-895-8138.

What about temporary, part-time, and seasonal employees?

All employees are eligible. Proven Winners encourages you to train as many employees as possible, especially those who will have face-to-face contact with your customers. However, you do not need to certify all of your employees to qualify as a certified Proven Winners garden center.

How often must we certify to retain iGarden certified status?

Annual certification is required to maintain your iGarden certified status.

Where should I go for more information about the iGarden certification program?

Everything you need to know about iGarden certification can be found online at www.provenwinners.com/professionals/retailers/certification.

When will I receive my rewards or store credit?

After all certification tests have been submitted, rewards will be shipped. If you elect to receive the credit for P.O.P., it will be applied to your manager's account following the submission of the tests.

How long does it take for my garden center's listing to appear on the Proven Winners website after all has been completed and all tests have been submitted?

Priority listing will occur when the number of tests submitted by your company matches the number of employees registered for the test. This match triggers the priority listing. If staff training has been completed and fewer employees than anticipated have completed the test, simply return to your manager's registration page and make sure the number of employees registered to certify actually matches the number who submitted their tests. You may do this by simply deleting unused employee numbers. This reconciliation should trigger your listing. Feel free to call our office if you have trouble – 877-895-8138.

Does the certification program cover new perennials and shrubs as well as new annuals?

Yes! The iGarden training program covers all categories and will provide relevant knowledge for your customers all season long.

By what date must our garden center complete certification in order to become a certified Proven Winners garden center?

We strongly recommend your employees certify by May 1st in order to take full advantage of the program during the spring season. Certification tests will be accepted through May 30th.

Will my staff find the training useful?

Recent surveys from 2000+ employees indicate that 99% of those who took the training said they would take it again, if offered, and 98% said they would recommend the training to a co-worker.

MORE WAYS WE HELP GROW SALES

Consumers recognize Proven Winners because they see the brand on television and billboards, hear about it on the radio, and see it in magazines. You can reinforce the brand to the consumer – and increase your sales – by using our wide selection of colorful, professionally designed P.O.P. Our signs, benchcards, and banners fit any garden center and catch your customers' attention.

Proven Winners also provides a variety of merchandise that offers retailers strong cross-selling opportunities. Include our fertilizers, soil, WaterWise kits, and Gardener's Goods in your merchandising to attract additional sales.



Proven Winners Premium Potting Soil

Consumers trust the Proven Winners name, and offering premium potting soil that matches the brand gives them a choice they can feel confident about. Our product is grower-grade peat moss, composted bark, perlite, dolomite lime to buffer soil pH, and a professional wetting agent.



Proven Winners Gardener's Goods

Our line of all-natural skin care products is designed with the gardener in mind. Lotion, soaps, and healing balms in subtle scents will attract consumers and create a great complementary sales opportunity.



Proven Winners Plant Foods

Our premium plant food formulations provide the additional nitrogen Proven Winners varieties need to maximize their rates of growth and flower production. You can recommend them with confidence to your customers.

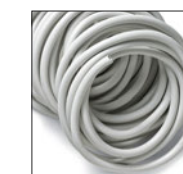


WaterWise® Kit

Gardeners are always looking for an easy, efficient solution for the labor-intensive task of watering. WaterWise is that solution. This special kit contains everything a gardener needs to water up to 10 potted plants from a single faucet. Plus, the system allows the user to combine up to 3 kits in a single direction to run up to 90 feet and water 30 containers.



WaterWise® Tan Tubing
100' roll; case of 4 – \$83.00



WaterWise® White Tubing
100' roll; case of 4 – \$83.00

NEWLY DESIGNED, BEST-SELLING P.O.P. FOR 2015



Spring 2015 new variety benchcard sets –
 Set of 38 Annuals –
 SKU: BC_NV2015A – \$120
 Set of 10 Perennials –
 SKU: BC_NV2015P – \$30
 Set of 36 Flowering Shrubs –
 SKU: BCNV2015S – \$114



Top 30 best-selling annuals
 Set of 30 benchcards – 11x7"
 SKU: BC_TV2014
 \$100.00 for set

Tag-shaped signs

New tag-shaped signs available in 2 sizes: 18x45" size – \$37.50 each or 12x30" size – \$30.50 each
 (When ordering 18x45" signs, use the DCT number; when ordering 12x30" signs, use the DCS number.)
 To view the entire line of tag-shaped signs, visit our online store.



Tag-shaped ColorWise® signs

18x45" size (set of 8) CWL001 \$285.00 for set
 12x30" size (set of 8) CWS001 \$233.00 for set
 These signs can also be purchased individually.



ColorWise® 11" x 7" benchcards – content matches the tag-shaped signs



Set of 8 benchcards CWB001 \$24.00 for set



New weather-resistant pop-up display
 21" x 60"
 SKU: PW0334
 \$80.00

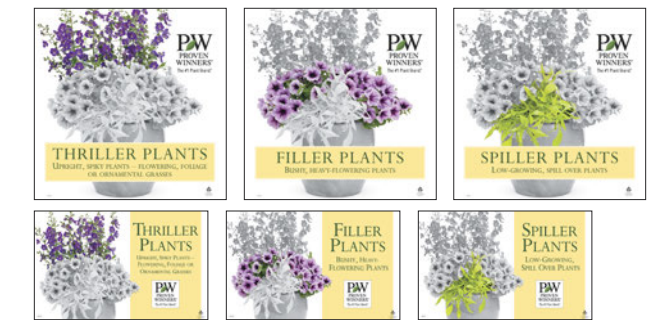
18x18" Proven Winners posters in French (also available in English) – \$24.50 each



Planting Solutions Posters –
 24x34" posters \$55.00 each



Thriller, Filler, Spiller signs and benchcards



Thriller/Filler/Spiller 23x23" Posters (set of 3) – AS1001-23S \$75.50 for set
 Thriller/Filler/Spiller 18x18" Posters (set of 3) – AS1001-18S \$70.00 for set
 Thriller/Filler/Spiller Benchcard Set (set of 3) – AS1001-BC \$10.50 for set
 These signs and benchcards for also available for purchase individually.

Vertical banners

2' X 5' Ultraflex blockout banner is printed with UV-resistant ink on two sides; 2" top and bottom rod pockets mean more options for hanging: \$75.00 each



Benchtape – 4" x 100' roll, \$25.00 each



DON'T HAVE TIME TO CREATE YOUR OWN BROCHURE?

Take advantage of our *Gardener's Idea Book* giveaway.

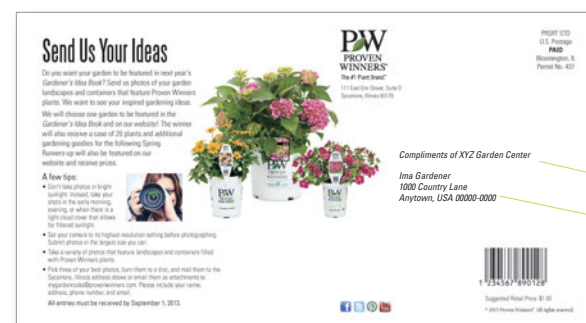
Each spring, hundreds of thousands of gardeners across North America anticipate the arrival of our *Gardener's Idea Book* and the inspiration, photos, and combination recipes that it brings. Make sure it reaches customers in your area in 2015 by taking advantage of our customized mailing offer.

We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. To take advantage of this customized offer, a minimum of 500 customer addresses is required. To ensure delivery by your desired date, please provide address information six weeks in advance.

For more details on postage fees, custom printing costs, and quantity requirements, see the order form opposite. And for a list of annuals, perennials, and shrubs that will be featured in the 2015 *Gardener's Idea Book*, visit our website, so you can place your 2015 order with these popular varieties in mind.



2014 *Gardener's Idea Book* cover shown here. 2015 cover design – to be determined.



Option 1: Standard Back Cover

Add personalized line of type to the back cover.

Delivery within the continental US: \$50.00 per 100 addresses

Delivery in Canada: \$175.00 per 100 addresses

A marketing message can be added (limited to 45 characters including spaces). Sorry – no logos.

Your customers' mailing address will appear here in up to 4 lines.

A minimum of 500 customer addresses is required.

All orders for Option 1 must be placed by March 1, 2015.



Option 2: Design Your Own Back Cover

Design Fee: \$150 (waived if you use the design shown here with your logo)

Printing and postage costs for 2000 to 5000 copies:

45¢ each, plus postage of \$50/100 addresses (\$175/100 Canadian addresses)

Printing and postage costs for custom back cover printing of 5001-10,000 copies:

30¢ each, plus postage of \$50/100 addresses (\$175/100 Canadian addresses)

For quantities of more than 10,000 copies, please call for a quote.

Your logo will go here – please supply your logo as a high resolution pdf file.

A minimum of 2,000 customer addresses is required.

All orders for Option 2 must be placed by December 31, 2014.

GARDENER'S IDEA BOOK ORDER FORM

Get the 2015 *Gardener's Idea Book* for Your Customers – NOW.

We'll provide the books; you just pay the postage.



2014 *Gardener's Idea Book* cover is shown here. 2015 cover design – to be determined.



Last year more than 600,000 gardeners found ideas, inspiration, and exceptional plants in the Proven Winners *Gardener's Idea Book*. Be sure the 2015 edition gets in your customers' hands by taking advantage of our customized mailing offer. We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. To take advantage of this customized offer, a minimum of 500 customer addresses is required. To ensure delivery by your desired date, please provide address information six weeks in advance.

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For quantities of more than 10,000 copies, please call for a quote.

Your logo will go here – please supply your logo as a high resolution pdf file.

A minimum of 2,000 customer addresses is required.

All orders for Option 2 must be placed by December 31, 2014.

Sign Up Now –

To join our program, please fill out the order form below and fax it to Proven Winners at 815.895.1873.

Company Name _____ Contact Name _____

Street Address _____ City _____

State/Province _____ Zip/Postal Code _____ Phone Number _____

Marketing message (45 characters or less including spaces) _____

Quantity of *Gardener's Idea Books* needed (500 minimum) _____ Desired delivery date _____

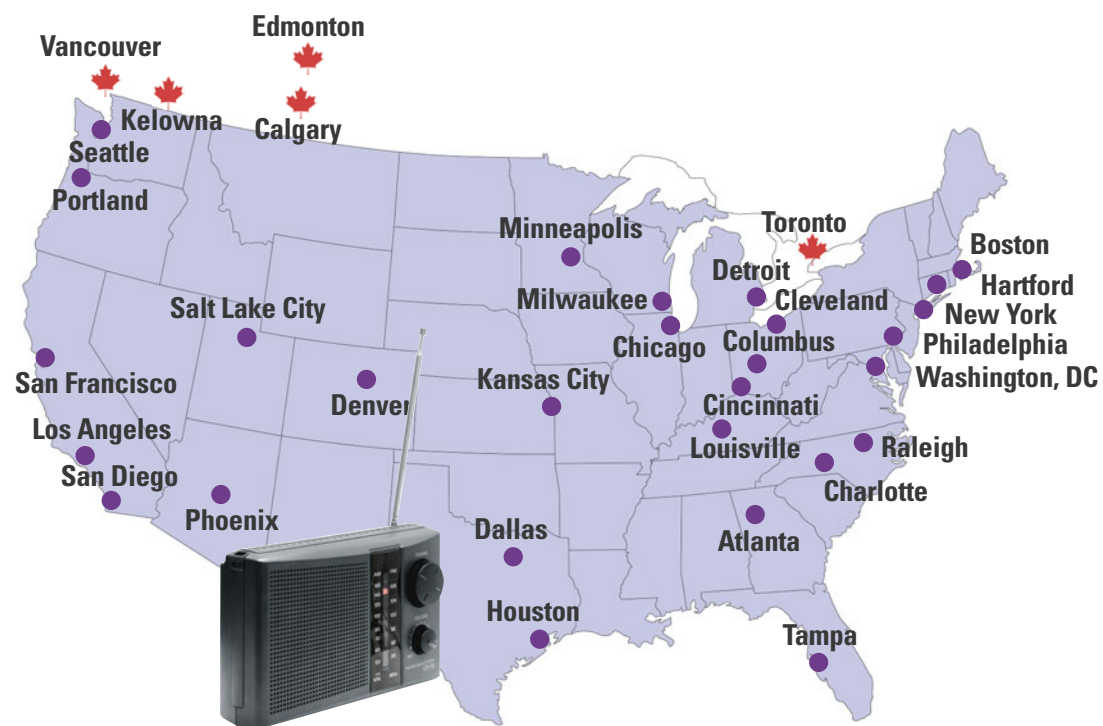
Postage payment: Visa MasterCard

Card # _____ CVW (3 digit number from back side of card): _____ Exp. Date _____

Please email an Excel file with your customers' addresses (with a separate column for each field) to sandy@provenwinners.com. To ensure delivery by your desired delivery date, please provide address information six weeks in advance.

FREE CO-OP RADIO PROGRAM IN 34 MARKETS

If your garden center is in one of the 34 major markets listed below, you can take advantage of our FREE co-op radio advertising program. All you need to do is commit to ordering 3,500 Proven Winners plants in our branded containers and you'll be eligible to be included in the program in your area at no cost. In 2014, over **7,000+ radio commercials** will be aired in a 12-week period in the cities shown below.



We're fortunate to have HGTV star Jamie Durie record all our radio commercials.

"I wanted to take a moment to thank Proven Winners for your radio advertisement listing our business as a local retailer. With this struggling economy, we can't begin to express our gratitude to have some business sent our way. We have always admired your product, and it really is the number one plant brand that we carry.

Looking forward to continuing our professional relationship."

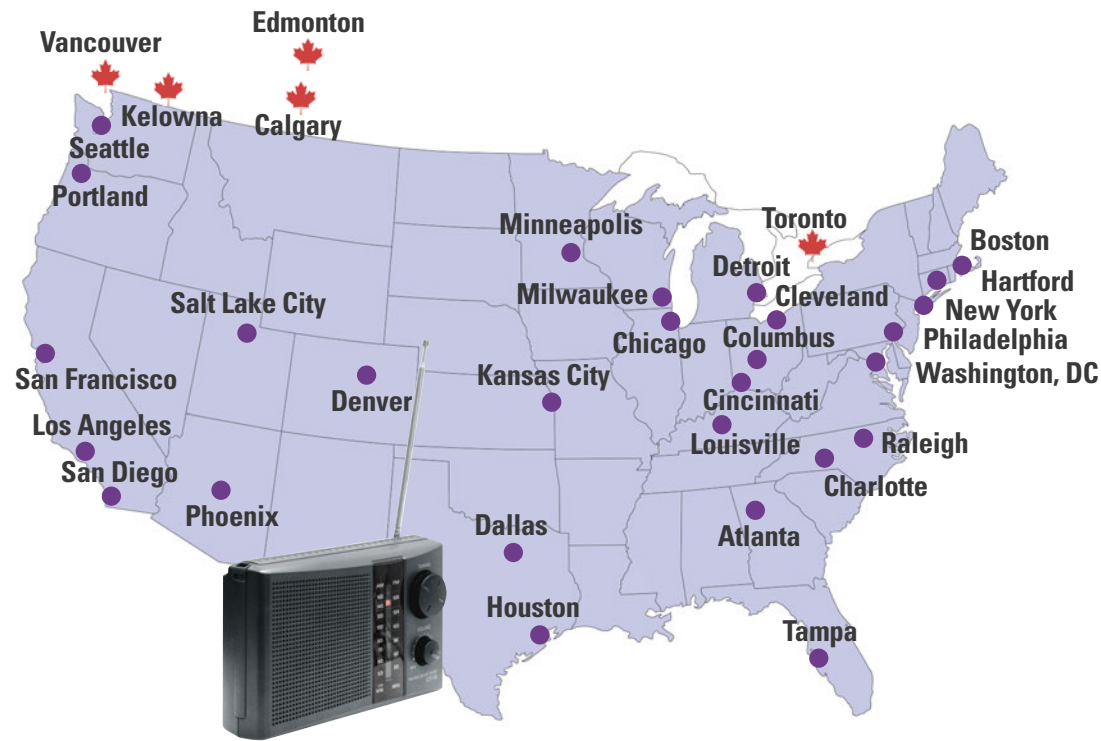
Meghan Beers
Meldrum and Smith Nursery,
Grosse Pointe, MI

To submit your information for the free co-op radio program, see page 250.

Market	Campaign Start Date	Station	Format	Retailer Submission Deadline
Atlanta, GA	March 23, 2015	98.5 WSB	Adult Contemporary	March 2, 2015
Boston, MA	April 27, 2015	106.7 WMJX	Adult Contemporary	April 6, 2015
Charlotte, NC	March 23, 2015	107.9 WLNK	Hot Adult Contemporary	March 2, 2015
Chicago, IL	April 13, 2015	99.5 WUSN/101.9 WTMX	Country/Adult Contemporary	March 23, 2015
Cincinnati, OH	April 20, 2015	WRRM 98.5	Adult Contemporary	March 30, 2015
Cleveland, OH	April 20, 2015	106.5 WHLK	Adult Hits	March 30, 2015
Columbus, OH	April 20, 2015	94.7 WSNY	Adult Contemporary	March 30, 2015
Dallas, TX	March 9, 2015	103.7 KVIL	Adult Contemporary	February 16, 2015
Detroit, MI	April 20, 2015	96.3 WDVD	Hot Adult Contemporary	March 30, 2015
Denver, CO	March 30, 2015	101 KOSI	Light Rock	March 9, 2015
Hartford, CT	April 27, 2015	100.5 WRCH	Adult Contemporary	April 6, 2015
Houston, TX	March 9, 2015	99.1 KODA	Adult Contemporary	February 16, 2015
Kansas City, MO	April 20, 2015	104 KBEQ	Country	March 30, 2015
Los Angeles, CA	March 9, 2015	103.5 KOST	Adult Contemporary	February 16, 2015
Louisville, KY	April 20, 2015	97.5 WAMZ	Country	March 30, 2015
Milwaukee, WI	April 13, 2015	95.7 WRIT	Oldies	March 23, 2015
Minneapolis, MN	April 27, 2015	94.5 KSTP	Adult Contemporary	April 6, 2015
New York, NY	April 6, 2015	106.7 WLTW	Adult Contemporary	March 16, 2015
Philadelphia, PA	March 30, 2015	101 WBEB	Adult Contemporary	March 9, 2015
Phoenix, AZ	March 9, 2015	99.9 KESZ	Adult Contemporary	February 16, 2015
Portland, OR	April 6, 2015	103.3 KKCW	Adult Contemporary	March 16, 2015
Raleigh, NC	March 23, 2015	101.5 WRAL	Adult Contemporary	March 2, 2015
Salt Lake City, UT	March 30, 2015	100.3 KSFI	Soft Adult Contemporary	March 9, 2015
San Diego, CA	March 9, 2015	94.1 KMYI	Adult Contemporary	February 16, 2015
San Francisco, CA	April 6, 2015	96.5 KOIT	Soft Rock	March 16, 2015
Seattle, WA	April 6, 2015	101.5 KPLZ	Hot Adult Contemporary	March 16, 2015
Tampa, FL	March 9, 2015	104.7 WRBQ	Classic Hits	February 16, 2015
Washington, DC	March 30, 2015	97.1 WASH	Adult Contemporary	March 9, 2015
Calgary, AB	April 27, 2015	To be determined	To be determined	April 6, 2015
Edmonton, AB	April 27, 2015	103.9 CISN	Country	April 6, 2015
Kelowna, BC	April 27, 2015	101.5 CILK	Soft Rock	April 6, 2015
Toronto, ON	April 20, 2015	98.1 CHFI	Adult Contemporary	March 30, 2015
Vancouver, BC	April 27, 2015	103.5 CHQM	Soft Rock	April 6, 2015

Dates, stations, and markets subject to change without notification.

2015 RADIO CAMPAIGN RETAILER SUBMISSION



Company Name _____ Phone _____

Contact Name _____ Email _____

Street _____ City _____ State/Province _____ Zip/Postal Code _____

What market would you like to be included in? _____

Please confirm: We will have at least 3,500 Proven Winners® plants in the branded white container.

Contact Signature _____

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