



ScottsMiracle-Gro Acquires Two Technology Companies As Part of Connected Yard and Water Positive Landscapes

December 12, 2016

MARYSVILLE, Ohio, Dec. 12, 2016 (GLOBE NEWSWIRE) -- The Scotts Miracle-Gro Company (NYSE:SMG), the world's leading marketer of branded consumer lawn and garden products, today announced the acquisitions of two technology companies whose products support its Water Positive Landscapes Initiative and Connected Yard Internet of Things (IoT) solution.

The acquisitions include Blossom, maker of smart water controllers, and PlantLink, which includes soil sensors and a smart water valve system. Terms were not disclosed. Blossom and PlantLink enable the careful monitoring and control of watering levels, adjusting for soil moisture content and the weather forecast to eliminate guesswork with water use. According to the U.S. Environmental Protection Agency, up to 50 percent of outdoor water use is wasted by inefficient watering methods and systems. ScottsMiracle-Gro, through its Water Positive Landscapes, has committed to delivering innovation and programs to help consumers make a positive impact on water usage while growing the landscapes they want.

The Company partnered with Blossom and PlantLink for the early 2016 launch of the Connected Yard, its IoT solution to provide consumers with precision watering and other guidance to achieve healthy lawns and gardens. The data and water management functions are accessible through the Company's GRO app for iOS and Android devices.

ScottsMiracle-Gro will put more resources toward Blossom and PlantLink, including product development, marketing support and retail channel expansion. Blossom and PlantLink primarily have been sold online through ecommerce retailers. Moving forward, the Company will also make them available in retail stores alongside other ScottsMiracle-Gro products. In addition, by leveraging last month's acquisition of AeroGrow International, Inc., which provides indoor gardening products, ScottsMiracle-Gro will look to expand the Connected Yard and smart water solutions to incorporate indoor as well as outdoor spaces.

"We have had a solid partnership with Blossom and PlantLink and look forward to taking these platforms to the next level," said Peter Supron, chief of staff to the president of ScottsMiracle-Gro. "It is our goal to bring higher levels of awareness to lawn and garden smart IoT devices and help companies with these types of products grow. By leveraging technology, we can provide consumers with integrated solutions that can extend into many aspects of their lawns and gardens."

About ScottsMiracle-Gro

The Scotts Miracle-Gro Company is the world's largest marketer of branded consumer products for lawn and garden care. The Company's brands are the most recognized in the industry. In the U.S., the Company's Scotts®, Miracle-Gro® and Ortho® brands are market-leading in their categories, as is the consumer Roundup® brand, which is marketed near worldwide by Scotts and owned by Monsanto. In the U.S., we maintain a minority interest in TruGreen®, the largest residential lawn care service business, and in Bonnie Plants®, the largest marketer of edible gardening plants in retail channels. In Europe, the Company's brands include Weedol®, Pathclear®, Evergreen®, Levington®, Miracle-Gro®, KB®, Fertiligène® and Substral®. For additional information, visit us at www.scotts.com.

Contact: □

Jim King
Senior Vice President
Investor Relations & Corporate Affairs
(937) 578-5622



Scotts Miracle-Gro Company