



Miracle-Gro® Revolutionizes Organic and Indoor Gardening

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New Products Help Consumers Grow Successfully on Both Sides of the Screen Door;

Harvest HQ at SXSW Invites Conference Attendees to Recharge and Reconnect, Naturally

MARYSVILLE, Ohio, March 07, 2019 (GLOBE NEWSWIRE) -- As interest in gardening continues to rise, Miracle-Gro is stepping up to meet consumer needs head-on. This spring, the leading brand in gardening launched two category innovations: Miracle-Gro® Performance Organics™ and the Miracle-Gro® Twelve™ Indoor Growing System

"Traditionally, gardening is a pastime that has been passed down through generations; however, the way I garden is different from how my children will garden," said Mike Sutterer, Senior Vice President and General Manager, Gardens Business, Scotts Miracle-Gro. "As gardening evolves we need to meet and exceed the ever-changing needs of our consumers. Miracle-Gro's latest innovations offer easy, attainable solutions for consumers so they can grow successfully on both sides of the screen door – outside and inside."

Miracle-Gro Performance Organics

More consumers are seeking organic solutions, but they are not willing to budge on performance. Miracle-Gro Performance Organics growing media products feature a revolutionary blend of natural and organic materials and locally sourced, specially aged compost. This approach maximizes plant growth, delivering up to twice the bounty for vegetables, flowers, and herbs (versus unfed plants). Consumers will now have an organic gardening solution that achieves results on par with – or better than – conventional Miracle-Gro products. Backed by the Miracle-Gro guarantee.

"The challenge with organics, in general, is they traditionally have not performed as well as conventional plant foods and fertilizers," noted Sutterer. "With Miracle-Gro Performance Organics, our world-class researchers in R&D have broken through this barrier and developed a solution that truly raises the bar when it comes to performance and consistent results."

Miracle-Gro Performance Organics soils and plant foods are OMRI (Organics Materials Review Institute) listed as suitable for organic gardening. Further, Miracle-Gro Performance Organics packaging is environmentally minded as well – the soil bags are "I'm Green" certified (greater than 25 percent bio-based plastic), while the shaker jugs are made from 25 percent recycled plastic and are recyclable after use.

The complete Miracle-Gro Performance Organics product line includes:

- All Purpose Container Mix
- All Purpose In-Ground Soil
- All Purpose Plant Nutrition
- All Purpose Plant Nutrition Granules
- Garden Feeder

Miracle-Gro Performance Organics products are now available online at miraclegro.com and at retailers nationwide.

Miracle-Gro Twelve Indoor Growing System

For much of its history, indoor growing was considered more of a fringe hobby with little application in the real world. However, with outdoor spaces getting smaller and an increasing desire to know more about where food comes from, consumers are seeking alternative ways to grow, enter Miracle-Gro Twelve Indoor Growing System. This easy-to-use system gives consumers the power to grow fresh food within arm's reach year-round.

Miracle-Gro Twelve Indoor Growing System is a water-based system specifically designed to grow a wide variety of foods like lettuce, kale, basil, and mint while seamlessly blending in with a home's décor. The unit fits up to four plants at once and features steel legs designed for durability - and can even be stacked using the Miracle-Gro® Twelve™ Stacking Kit (sold separately). This all-in-one system gives consumers the power to grow indoors, no matter what season it is.

The all-in-one growing system contains everything consumers need to grow successfully indoors, including:

- A specially-designed LED Grow Light for growing plants indoors at any stage of growth. Grow from seed or use a young plant to get a head start and harvest sooner
- Specially-designed (patent-pending), pre-dosed nutrient packet to keep plants fed
- Net cups, transplant liners and seed-starter plugs to hold the plant seed or young plant
- Bluetooth-connectivity with water level sensor, nutrient reminders, and light controls – all controllable with the Miracle-Gro®

Twelve™ App

"Indoor growing consumers are responsible for creating everything the plant needs to survive, which can be intimidating for even the most seasoned gardener. Common obstacles associated with indoor growing include: inadequate light, finding a constant water source and, quite simply, the fear of failure. Growing indoors should have no boundaries or compromises," said Sutterer. "The technology behind our system simplifies indoor gardening and makes fresh food available to all – no matter where you live."

Rolling out later in the year, the brand will launch the Miracle-Gro® Twelve™ Indoor Growing System, Sola Edition. The second, larger Miracle-Gro Twelve unit will support leafy greens, herbs, and even more robust plants, like full-sized slicer tomatoes, peppers and even eggplants.

The Miracle-Gro Twelve Indoor Growing System is now available for purchase online at miraclegrotwelve.com and westelm.com.

Miracle-Gro presents Harvest HQ at South by Southwest®

In today's fast-paced, digital world the desire to disconnect is higher than ever. As an official sponsor of South by Southwest, Miracle-Gro will host a variety of interactive events March 8-10 during the technology, music and film festival in Austin, Texas. Dubbed the "Harvest HQ" at 78 Rainey Street, consumers and media alike are invited to experience Miracle-Gro Performance Organics and Miracle-Gro Twelve firsthand. Learn how the power of plants can help you recharge and reconnect, naturally at Harvest HQ.

Onsite activities include an Epicurious.com event with Digital Director David Tamarkin, mindful morning with TheLi.st and Lunarly, happy hours and more! For additional information or to RSVP, visit harvesthq.splashthat.com.

About ScottsMiracle-Gro

With approximately \$2.6 billion in sales, the Company is one of the world's largest marketers of branded consumer products for lawn and garden care. The Company's brands are among the most recognized in the industry. The Company's Scotts®, Miracle-Gro® and Ortho® brands are market-leading in their categories, as is the consumer Roundup® brand, which is marketed in the U.S. and certain other countries by Scotts and owned by Monsanto. 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. The Company's wholly-owned subsidiary, The Hawthorne Gardening Company, is a leading provider of nutrients, lighting and other materials used in the hydroponic growing segment. For additional information, visit us at www.scottsmiraclegro.com.

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Scotts Miracle-Gro Company