



## New TV Spot Features Miracle-Gro(R) Organic Choice(TM) Product Line

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First fully organic product the focus of advertising campaign

MARYSVILLE, Ohio, May 11 /PRNewswire-FirstCall/ -- The Scotts Miracle-Gro Company recently debuted a television campaign promoting its first fully organic product line, Miracle-Gro(R) Organic Choice(TM), with consumers and retailers. Airing in key regional markets in the U.S. beginning this month, the television commercial features a female consumer discussing how to successfully grow tomatoes and vegetables with Organic Choice garden soil.

Miracle-Gro Organic Choice potting mix and garden soil contain 100 percent organic ingredients, including sphagnum peat moss, compost and other amendments. Both products also include 100 percent pelletized chicken manure that serves as a fertilizer to the plant.

As the largest provider of organic garden products in the U.S., ScottsMiracle-Gro is committed to providing gardeners with a broad range of product solutions in the expanding organic market. "More gardeners today are looking for organic options, and we are focused on being the industry leader in providing them with those solutions," explains Bob Bernstock, president, North America, for ScottsMiracle-Gro. "Just like traditional Miracle-Gro products, the Organic Choice line promises to grow plants twice as big."

The launch of Organic Choice also aligns with the Company's strong environmental track record. "Not only are we one of the nation's largest recyclers of organic waste, we've been a leader in providing organic products to consumers for years," explains Rich Martinez, chief environmental officer for ScottsMiracle-Gro. "Our environmental commitment is enhanced with the availability of the Organic Choice line."

The Company currently recycles more than 6 billion pounds of organic material in the annual production of its growing media products. The launch of Miracle-Gro Organic Choice will increase that number even further.

### About ScottsMiracle-Gro

With more than \$2 billion in worldwide sales and more than 6,000 associates, The Scotts Miracle-Gro Company, through its wholly-owned subsidiary, The Scotts Company LLC, is the world's largest marketer of branded consumer products for lawn and garden care, with products for professional horticulture as well. The Company's brands are the most recognized in the industry. In the U.S., the Company's Scotts(R), Miracle-Gro(R) and Ortho(R) brands are market-leading in their categories, as is the consumer Roundup® brand, which is marketed in North America and most of Europe exclusively by Scotts and owned by Monsanto. The Company also owns Smith & Hawken, a leading brand of garden-inspired products that includes pottery, watering equipment, gardening tools, outdoor furniture and live goods. In Europe, Scotts' brands include Weedol(R), Pathclear(R), Evergreen(R), Levington(R), Miracle-Gro(R), KB(R), Fertiligene(R) and Substral(R). For additional information, visit us at <http://www.scotts.com>.

SOURCE Scotts Miracle-Gro Company

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