



Ortho(R) Home Defense(R) MAX(TM) Web Site Earns 2005 WebAward

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Outstanding Achievement Honor Recognizes Site's Unique Design

MARYSVILLE, Ohio, Sept. 22 /PRNewswire-FirstCall/ -- The Ortho(R) Home Defense(R) MAX(TM) Web site (www.homedefensemex.com) was awarded the 2005 WebAward for "Outstanding Achievement in Web Site Development" by the Web Marketing Association. This honor recognizes Web site designs that incorporate unique and innovative design concepts. The Web Marketing Association is an industry organization, founded in 1997 to help establish a high standard for Internet marketing and Web site development.

"Our team was able to develop a site that not only delivers pertinent content, but does so in a visually appealing and user friendly manner," said Jeff Keyser, vice president, Ortho brand marketing. "We are extremely proud of the recognition for the Ortho Home Defense MAX Web site."

The recent reformulation of Ortho Home Defense MAX Perimeter and Indoor Insect Killer incorporates a series of product improvements, including enhancements to the season-long effectiveness of the exclusive InvisiShield(TM) technology insect barrier. As the Ortho marketing team worked to market the Home Defense MAX reformulation, the group also saw the opportunity to launch a new Web site to help introduce consumers to the product benefits.

"The Web site is an integral part of our marketing strategy," explains Keyser. "Since the launch earlier this year, traffic volume for the Ortho Home Defense MAX site has been high. We are pleased to see consumers are accessing the site to meet their pest control information needs."

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(R) 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 www.scotts.com.

SOURCE The Scotts Miracle-Gro Company
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