

# Presenting The World's Finest New Roses for the ultimate in customer satisfaction!

Dear Jackson & Perkins customer,

It is my pleasure to introduce this year's exciting new additions to the world's most prestigious collection of garden roses. Among the 2010 collection of new roses are several award-winning hybrids in an array of exciting new colors, sizes, and fragrances.

Headlining this year's introductions is Sedona, Jackson & Perkins' Rose of the Year. Named after the world famous red rock area of Arizona, Sedona beckons with warm layers of corals and oranges that slowly spiral open to reveal beautiful high-centered blooms with a surprisingly strong pear fragrance. Large blooms are framed with dark green glossy foliage atop a healthy, well-branched plant. As the highest scoring hybrid tea in the All-America Rose Selections, Sedona has proven to be a stellar garden performer throughout the country.

Jackson & Perkins is proud to unveil our Garden Treats™ Collection – three versatile, disease-resistant, ever-blooming shrub roses as sweet and easy as a summer day. Just pop these confectionary delights into the sunny soil, give them water and food, and they will treat your senses to fountains of colorful blossoms from spring all the way into fall. They need no spraying, pruning, or fussing — just an admiring eye for their fun colors and rounded shape. Give them a whirl this season and we think you'll agree: the sweetest pleasures are the simplest, especially in the garden!

Let's face it – it's been a tough year for the nursery industry. During these turbulent economic times, it is even more essential that you offer unique and proven products to keep customers coming to your store. We're here to help. Jackson & Perkins is proud to announce that we have expanded the Ultimate Rose™ Collection to include 35 varieties, the best and newest varieties that can only be found at your independent garden center store(s).

We're also excited to unveil our exciting new Ultimate Garden Center™ program. As our core customer and valued partner, Jackson & Perkins provides our Ultimate Garden Center partner with exciting benefits – found nowhere else in the industry – designed to add to your bottom line and increase your profits. Ask your J&P sales representative how you can qualify for this exclusive new partnership.

Garden centers across the country have reported that J&P's 2009 crop is head and shoulders above the competition. And preliminary production estimates indicate that the 2010 crop will be even better. There's no better time to buy the world's finest roses!

On behalf of everyone at Jackson & Perkins Roses, I wish you a successful selling season.



Charlie Anderson  
Senior Vice President  
Jackson & Perkins Wholesale, Inc.