

FIRST CLASS NEWS FLASH



February 2006

In this issue we will take a close look at the 2006 Selecta First Class Pack Trial open house. It will talk about the hottest introduction for the 2006/07 season (and if you just asked yourself if I will finally talk about the big secret – yes I will☺) and update you on our trials with images taken from them.

2006 Pack Trial Highlights

The 2006/07 season stands for innovation once again. New and exciting products are joining the World of First Class. Take a sneak preview at some of our favorite novelties below and see it all during our 2006 Pack Trials Open House.



FlowerPower™ Red Stripes

FlowerPower™ Red Stripes is one of 6 new additions to the highly successful FlowerPower™ Osteospermum line. FlowerPower™ consists of three sub-lines the traditional medium vigorous FlowerPower™, the compact FlowerPower™ Compact, and the spoon shaped FlowerPower™ Spider series. In addition we added FlowerPower™ Purple Blue, Ice, Purple Blush, and Sunrise evol. to our main series. FlowerPower™ Compact Pink Bronze is a new addition to our compact series, which is part of our highly successful Concept HD line up.



LaRita™ Yellow

An all new Argyranthemum line joined our program, consisting of six varieties separated in two vigor types. LaRita™ Yellow, White, Pink are medium vigorous, well branching, and perfect for larger pots. LaRita™ Compact Yellow, Compact White, and Compact Pink are compact with a dome-shaped habit, and excellent branching. They are perfect for smaller pots and mixed containers as well as baskets. LaRita™ Argyranthemum is one of the latest results of Selecta breeding technologies that will improve your bottom line.



Fuego™ Denim Blue

Fuego™ Denim Blue and Orange Red are two new additions to our vigorous and large flowering Verbena line for baskets. Fuego™ has been one of the hot sellers this past season, and the new varieties will add to the success. Lascar™ Apricot and Dark Red are two new additions to our compact to medium vigorous Verbena line, perfect for pots, mono baskets, and mixed containers of any kind. Excellent disease tolerance, outstanding flower power, and strong and brilliant colors will ensure continuing success of this Australian-bred Verbena program.

FIRST CLASS NEWS FLASH



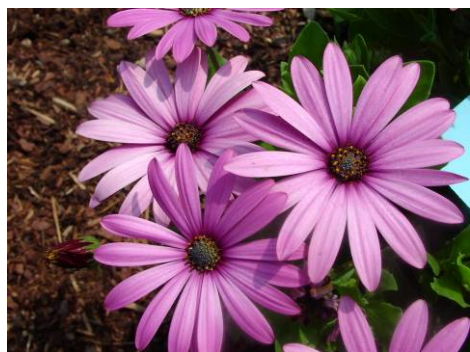
Magadi™ Compact Blue

It was the hottest variety in our 2005 Pack Trials preview. Magadi™ Compact Blue is part of an all new Lobelia line bred and brought to you by Selecta. A total of six varieties split into four groups are part of the new line. Magadi™ Compact Blue has an upright to mounding habit and flowers very early. Magadi™ Sun Blue and Sun White have a mounding habit and perform outstandingly in the heat. Magadi™ Blue and White are more the traditional Lobelia type, perfect for mixed containers. Magadi™ Dark Blue is semi-trailing and is perfect for mixed baskets.



Angelina™ Pink

When you hoped for an Angelonia line with a low to medium vigor, excellent branching, sturdy stems that don't break easily, early flowering even when grown cooler, excellent summer performance, and six different colors then Angelina™ is perfect for you. Angelina™ performs best in small to medium pots and in mixed planters. Besides Angelina™ Pink, you can choose from Blue, Dark Blue, Pink + White, Violet + White, and White.



Zion™ Plum

Whenever I look at our new Zion™ Osteospermum series, I am reminded of the colors I enjoy when hiking Zion National Park in Southeast Utah. Zion™ Plum, Terra Cotta, and Pink Sand are an all new breed from Selecta. Zion™ varieties have a medium to high vigor, large colorful flowers with intensive eyes that create a bi-color look, early flowering, good summer performance, and great consumer appeal. Zion™ is best used in medium to large pots and mixed containers. Selecta genetics - a way to better profits.



Bonfire™

A new type of Begonia that is easy for the grower and great for the consumer. Bonfire™ is bred in New Zealand and brought to you by Tesselaar Australia. It is easy to root, finishes fast and is great for all kinds of pots and containers. Use it in small pots, gallons, containers, baskets, and mixed plantings of all kinds. The bright orange color stands out, and the tremendous flower power lets it look like a bonfire throughout the entire summer (just not at night©). Already a big success in Europe, Bonfire™ is now available in North America exclusively from Selecta First Class.

FIRST CLASS NEWS FLASH



MiniFamous™ 2006/07 - A Calibrachoa Revolution!



MiniFamous™ Super Purple

A new sub-series with huge flowers and outstanding colors joined our lineup of Calibrachoa's. MiniFamous™ Super Purple is shown side by side with one of our already large flowering traditional MiniFamous™ varieties (MiniFamous™ Pink). The sister variety to Super Purple is MiniFamous™ Super Red with huge dark red flowers. Expect the same level of performance as from our latest MiniFamous™ superstars just with significantly larger flowers.



If you think you saw it all!

A **breeding breakthrough** and the **hottest new variety of the year** is **MiniFamous™ Double Pink**, our first variety of a new sub-series. Large fully double flowers in pure pink combined with MiniFamous™ performance are just some of the highlights of this new breed. MiniFamous™ Double Pink has a medium to high vigor, excellent branching, semi-trailing habit and flowers early (earlier as most double Petunias). It looks great in larger pots, baskets and mixed containers of any kind. If there is one variety you can't miss to grow, it is MiniFamous™ Double Pink.

MiniFamous™ - Colors and performance!



MiniFamous™ Apricot Red Eye, Vampire, and Burgundy are three of the four new traditional MiniFamous™ varieties. MiniFamous™ Safran (dark yellow) will amaze you because of its color and surprise you because of its early flowering.



MiniFamous™ Compact Yellow Red Eye

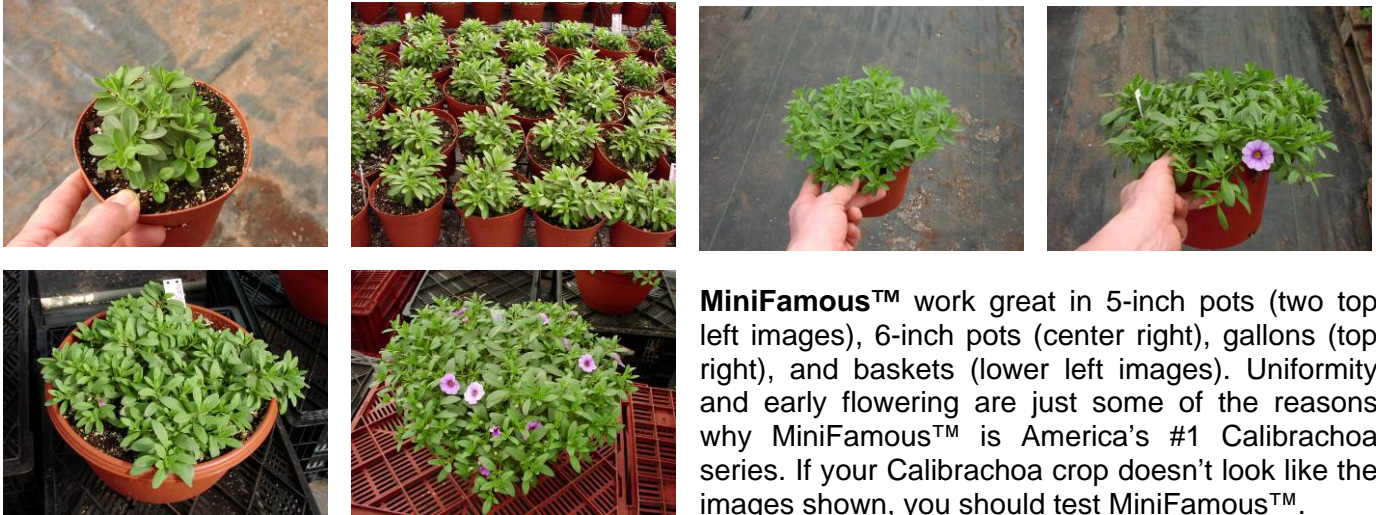
It is one of three new additions to our compact line. MiniFamous™ Compact Plum and Compact White are the others. Choose from seven varieties with a mounding habit and early flowering (see the basket). MiniFamous™ – endless possibilities!

FIRST CLASS NEWS FLASH



Trial Update

All images are from our 2006 Pack Trial crop and were taken end of week 07.



MiniFamous™ work great in 5-inch pots (two top left images), 6-inch pots (center right), gallons (top right), and baskets (lower left images). Uniformity and early flowering are just some of the reasons why MiniFamous™ is America's #1 Calibrachoa series. If your Calibrachoa crop doesn't look like the images shown, you should test MiniFamous™.

The 5-inch pots have one plant per pot and one pinch. This is the perfect stage to apply a Sumagic drench with 0.25 PPM. We used two plants in the 6-inch and gallon pots, pinched once, and applied 2 B-Nine 2,500 PPM PGR treatments so far. The 12-inch baskets (2 different planting dates) are planted with 4 plants per basket, one pinch, and had also 2 B-Nine treatments using 2,500 PPM.



From left to right you see our new Fuego™ Orange Red, the new LaRita™ Compact White, and last year's new Fame™ Pink Star.



From left to right you see the amazing SweetSunshine™ Compact Nostalgia, ColorPower® Electric Orange, and Royal™ Candy Purple. All got introduced last year.

FIRST CLASS NEWS FLASH



Comparison Trial Update



Every year we grow extensive comparison trials with some of the best lines available. This year we compare our SuperTrouper™ Pot Carnations with Carnelia Sprint from Fides. Planted together and grown the same way you see Carnelia Sprint on the left side and SuperTrouper™ on the right (all in 5-inch pots). So far we see that SuperTrouper™ varieties fill the pots faster and better. The next weeks will show how early and uniform the flowering will be, and the results will be available during our Pack Trial open house.

We are looking forward to welcoming you:

TO THE WORLD OF FIRST CLASS!

Pack Trial Days: April 1 to April 10, 2006
Hours: 9:00 a.m. until 5:00 p.m.

Contact Angela Storm a.storm@firstclassplants.com
for appointments!



For information, varieties, services, and NEWS visit our website 'firstclassplants.com' and request our new catalogs.

Sincerely yours,
Stefan Reiner

First Class: Where innovation, reliability, quality, and customer service meet.