

SELECTA FIRST CLASS NEWS FLASH



February 2007

The 2007 Pack Trials are less than two months away, and so is Selecta's first Profit Center. Our seventh Pack Trial participation is all about our customers. "The Profit Center™" will focus on growers and their distributors and help sales reps to serve their customers even better. In addition to the 2008 novelties, Selecta will present different plant programs, an idea factory for containers and mixed planters, and cultural trials showing what works and what doesn't. We will be proving once again that Selecta genetics are the way to better profits. There will be no comparisons this year, and there will be no line-up of all of our 284 varieties either. Instead we will show our 61 introductions, possible future varieties, and a whole lot more. Visitors won't recognize our trial area anymore, and they will forget that they are at Pack Trials. Welcome to a whole new world, welcome to The Profit Center™, welcome to the world of Selecta First Class.

Here are the three top novelties for 2007/08 and more details about our theme areas. **The Profit Center™** is the 2007 Pack Trial location nobody should miss!



MiniFamous™ Double Pink Calibrachoa cultivars, winner of the 2006 Medal of Excellence Grower's Choice Award, was introduced during the 2006 Pack Trials. It sold well over 1 million in its first year, and now it is time to add new colors. New for the 2007/08 season is MiniFamous™ Double Dark Pink and MiniFamous™ Double Blue. Both have a habit and vigor that is more similar to our traditional MiniFamous™ varieties (like MiniFamous™ Cherry Pink) and therefore will perform great in baskets, pots, and containers. Breeding works intensively on additional colors and different habits for our double Calibrachoa line. The two images to the left show a trail variety in blush pink. It is displaying the habit of our MiniFamous™ Compact (HD) line with large, beautifully filled flowers. **Expect the unexpected!**



Bellfire™ Begonia boliviensis is the sister variety to the overwhelmingly successful Bonfire™ introduced last year (shown below). Bellfire™ has a more upright habit, dark foliage, and large cerise red flowers. It is great for gallon production and as the centerpiece in mixed containers. The vigorous habit is easy to control, and the variety performs very well outdoors. Bonfire™ looked stunning in all trials throughout the nation, and Bellfire™ is expect to deliver at least the same result. Another exclusive variety only available from Selecta and another reason to visit the 2007 Profit Center during Pack Trials.

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Tsavo™ Double Gold *Sanvitalia procumbens* is all new from Selecta First Class. A *Sanvitalia* as you haven't seen before. It has double flowers with an early green then later dark brown center. **Tsavo™ Double Gold** has a low-medium vigor, a mounding habit, and flowers early. It keeps the nice mounding shape all summer long. Summer performance is good, making it a great item to be mixed in baskets and containers.

LaRita™ *Argyranthemum* cultivars

Two new varieties are joining our **LaRita™** series consisting now of five medium-vigorous varieties and one compact variety. **LaRita™ Yellow evol.** has lemon single yellow flowers and a medium vigor. **LaRita™ White Beauty** has large white single flowers, silver foliage, and a medium vigor. All varieties are well branching and perfect for medium to larger pots. **LaRita™ Lime, White, and Light Pink** introduced last year complete the medium vigorous line-up. **LaRita™ Compact White** is compact with a dome-shaped habit and excellent branching, making it 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.



SoleMio™ *Bidens ferulifolia* is one of the two new crops we are adding. Yellow is an important color, and **SoleMio™** adds a new yellow choice to our program. It is a medium vigorous variety with a nice well-branched habit. It has large golden yellow flowers and dark green foliage. **SoleMio™** flowers early and performs great for the consumer. **SoleMio™** is an all-rounder because of its easy-to-control medium vigor. Use it for pots, in mixed baskets, and containers of any size.



Mohave™ *Bracteantha bracteata*

Our very successful next-generation *Bracteantha* line keeps on growing. Our new addition to our compact **Mohave™** line is **Mohave™ Autumn Bronze** with bronze double flowers, excellent free branching, and low-medium vigor. **Mohave™ Bracteantha** are perfect for smaller pots and mixed planters.

MiniFamous™ *Calibrachoa* cultivars

It is time for the next generation to take over. We improved several of our best-selling varieties and added new color choices to our traditional **MiniFamous™** *Calibrachoa* line-up. **MiniFamous™ Dark Red evol., Orange evol., and Peach evol.** have improved colors, a stronger root system, are less sensitive to higher pH's, and flower earlier. A new color addition is **MiniFamous™ Royal Blue**. It has large dark blue flowers, excellent center branching, flowers early, and performs excellently for growers and consumers alike.

MiniFamous™ Compact *Calibrachoa* cultivars

Our **MiniFamous™ Compact** series develops more and more into our best-selling *Calibrachoa* line. We added five exciting varieties to our compact *Calibrachoa* line: **MiniFamous™ Compact Dark Blue, Compact Gold Red Eye, Compact Coral, Compact Watermelon, and the improved Compact White evol.** complete the series. Choose from eleven varieties with a mounding habit and early flowering. **MiniFamous™** – endless possibilities!

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MiniFamous™ Sun Calibrachoa cultivars

Two exciting new varieties and one improvement are joining in. MiniFamous™ Sun Pink Veins and Sun Purple Eye are great striking bicolor varieties. Sun Violet Veins evol. has a better vigor and is easier to grow compared to its predecessor. MiniFamous™ Sun varieties are more compact and therefore easy to control in hotter climates and for later season plantings.



Piccadilly™ Diascia cultivars

Piccadilly™ Coral Red, Hot Pink evol., and Salmon evol. are the latest additions to our top-selling Diascia series. Piccadilly™ Diascias have a compact habit, are well branching, have short flower stems with large flowers and are now available in seven great colors.

Marino™ Heliotropium arborescens

The next generation Heliotrope from Selecta has a medium vigor, is well branching, early flowering, and has a great outdoor performance. Marino™ Blue, Marino™ White, and Marino™ Silver Blue are great for pots and mixed containers.

ColorPower® New Guinea Impatiens cultivars

Large flowers, early flowering, excellent summer performance, and uniformity throughout the series make ColorPower® a true 'First Class' line. ColorPower® Salmon Pink evol is the new addition to our excellently matched, medium-vigorous series. ColorPower® is available in 22 distinctively different colors.



Magadi™ Lobelia cultivars

Introduced last Pack Trials, the series was a top-seller right from the start. Three new varieties are joining the series. Magadi™ Light Blue, Magadi™ Blue White Eye, and the incredible Magadi™ Purple have the mounded habit, thick branching, and outstanding summer performance as the varieties introduced last year. A total of seven varieties split into two groups are part of the line. Magadi™ Compact Blue has an upright to mounding habit and flowers very early.

Lara™ Nierembergia caerulea

Lara™ White, a new type of Nierembergia, was introduced last year. This year we are adding Lara™ Dark Blue. It has large dark blue flowers with a yellow center, a semi-mounding habit, is well branching, and early flowering. Forget what you knew about Nierembergia and experience the difference that Selecta breeding is famous for.

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Zion™ Osteospermum ecklonis

Whenever I look at our 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. And for the coming season we add Zion™ Amethyst to the line. Zion™ varieties have a medium to high vigor, large colorful flowers, 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.



FlowerPower™ Compact Osteospermum ecklonis

FlowerPower™ Compact varieties are some of our best selling Osteospermum varieties. FlowerPower™ Compact Yellow is a new addition to our compact series, which is part of our highly successful Concept HD lineup. FlowerPower™ consists of three sub-lines: the traditional medium vigorous FlowerPower™, the compact FlowerPower™ Compact, and the spoon-shaped FlowerPower™ Spider series.



Moonlight™ Zonal Geraniums

Two great new varieties and one improvement join the best dark foliage Zonal Geranium line available. The incredible Moonlight™ Strawberry Blush, the brilliant Moonlight™ Violet, and the improved Moonlight™ Brilliant Red add pizzazz and keep this line second to none. Selecta breeding technology is working for you.



Sunrise™ Zonal Geraniums

Selecta's Sunrise™ zonal geranium series has medium green foliage, large flower heads, incredible brilliant colors, and a medium to high vigor. The three new additions for 2007/08 are Sunrise™ Strawberry Blush (left), Sunrise™ Raspberry Eye (right), and Sunrise Light Salmon.

Royal™ Ivy Geraniums

Selecta's Royal™ ivy geranium series is known for its unmatched uniformity, great color selection, well-branching tight growing habit, and early flowering. Top sellers and award winners like Royal™ Candy Cane® and Royal™ Burgundy are a growers dream and consumers' delight. Two new varieties joined the line. Royal™ Lavender has large lavender flowers, dark green zoned foliage, and a medium vigor. The color doesn't fade and flowers last unusually long for a geranium. Royal™ White Red Eye has large white flowers with a distinct red eye. It has dark green zoned foliage and a medium vigor. It is a great addition to our more compact Royal™ White.

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Charming™ Petunia cultivars

We learned, listened, and more important delivered. Growers love our Charming™ Petunias because of their excellent outdoor performance and great flower power. However, most growers wanted a more compact and early flowering series. For the coming season we changed the line and introduce four new varieties, meeting the needs of growers and consumers alike. The new easy-to-grow Charming™ series has small flowers, a mounding habit, very early flowering, and a stunning presentation of flower power. The line is now part of our HD® Concept and is perfect for small pots, containers, baskets, and mixed planters of any kind. Make sure to take a close look at

the all new Charming™ Purple Red, Charming™ Blue, Charming™ Lavender, and Charming™ White evol., the next generation of small flowering Petunia series.



Fame™ Petunia cultivars

Selecta's #1 selling Petunia line just got better. We improved our top selling Fame™ Violet Dark Eye (image). The variety is now slightly more vigorous filling pots and baskets easier and fitting better into the line. New color additions are Fame™ Dark Pink Morn, Fame™ Sky Blue, and Fame™ Vanilla. Now there are 12 distinct colors to choose from. Fame™ has a mounding habit, an easy-to-control vigor, very early flowering, and great consumer appeal. The series is perfect for pots and mono baskets and because of its controlled vigor will make great companion plants in mixed planters and baskets.



Famous™ Petunia cultivars

They are Famous™ because of their medium-vigorous semi-trailing habit, early flowering, and excellent garden performance. The color range grew with the latest addition to the series: Famous™ New White with large white flowers. We improved Famous™ Pink Morn. Famous™ Pink Morn evolution has slightly more compact habit and is not as aggressive as its predecessor. The Famous™ line is excellent for baskets and mixed containers.



SweetSunshine™ Petunia cultivars

SweetSunshine™ Red is the latest addition to the series. SweetSunshine™ has red double flowers and has, as does the whole line, medium-sized fully double flowers. SweetSunshine™ Compact Lime replaced Compact Lemon. It has a mounding and compact habit, flowers very early, and is covered with flowers. The series features 8 distinctive colors with great performance and looks; perfect to mix in containers and baskets.



Fairy™ Blue Scaevola *aemula* is the second new crop we are adding to our line. This all new Scaevola is a great addition to our program. Fairy™ Blue is an easy-to-grow well branching variety that flowers all summer long. It is less sensitive to yellowing than most commercial varieties and has a strong root system. Fairy™ Blue is part of our Sun-Lover program and works great in hot and humid areas. But as with most of our varieties, we made sure growers further north won't need to crank up the heat to get great plants. Together with our Angelina™ Angelonia and Lara™ Nierembergia you have next generation genetics that work.

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Fuego™ Verbena cultivars

Fuego™ Burgundy, Fuchsia, Dark Violet, and Dark Pink are the new additions to our vigorous and large flowering Verbena line for baskets. Fuego™ Red was improved. Fuego™ Red evol. has a better color, larger flowers, and performs and looks better overall. Choose from 10 stunning colors. Fuego™ has been one of the hot sellers this past season, and the new varieties will add to the success.



Lascar™ Verbena cultivars

Lascar™ is Selecta's top-selling Verbena line. Lascar™ Purple+Eye and Red Surprise are two new additions to our compact to medium vigorous Verbena line, perfect for pots, mono baskets, and mixed containers of any kind. Lascar™ is now available in 12 distinct colors. Excellent disease tolerance, outstanding flower power, and strong and brilliant colors will ensure continuing success of this Australian-bred Verbena program.

Our 61 new varieties and much more can be seen at **The Profit Center™ 2007**, Selecta's Pack Trial even. The Profit Center™ will be divided in different theme areas including:

- A section introducing the introductions for 2008 and possible newcomers for 2009.
- A display of selected varieties in larger pots, gallons, and baskets.
- Mixed planters in different sizes and shapes.
- A workshop area where Selecta will present real cultural trials set up as workshops and featuring Selecta's different plant programs like the HD® Concept, Sun-lovers, and much more.

The Profit Center will open its doors April 14-22, 2007, from 8:00 a.m. to 5 p.m. in Encinitas, CA. Please contact us for further information and reservations by visiting our website <http://firstclassplants.com>, sending an Email to info@firstclassplants.com, or calling toll free 800-955 5644. To better serve our visitors, reservations will be required!



Every First Class variety is rigorously tested before entering our program, and every program variety is subject to the same testing annually. Our "Selecta Clean" stock program follows strict internationally recognized protocols and is based on forty-five years of experience. Our "Field Tested" products are intensely rated for performance and work for growers as well as for consumers.

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