



Miracle-Gro(R) Organic Choice(R) Product Line Expands With Bone Meal and Blood Meal

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100% Natural Products Deliver Superior Organic Performance

MARYSVILLE, Ohio, May 19 /PRNewswire-FirstCall/ -- Today more than 22 million U.S. households practice some form of organic gardening. As the largest user of organic materials in the production of garden products in North America, The Scotts Miracle-Gro Company is expanding its organic product offering with the addition of Miracle-Gro Organic Choice Blood Meal and Bone Meal.

Both products contain 100 percent organic ingredients, with the Blood Meal providing an all-organic nitrogen supplement to promote vigorous growth in flowers and vegetables. The Bone Meal is an all-natural phosphorus source to promote strong root development in roses and flower bulbs.

The Company also made the proactive decision to use a non-bovine source for the product formulations, now utilizing porcine (pork derived materials). "We are committed to providing consumers with the safest and most effective products in the gardening industry," said Mark Cushman, North America Research & Development for ScottsMiracle-Gro. "Our proactive decision to use a non-bovine source for our Blood and Bone Meal helps assure consumers they are receiving the safest and highest quality ingredients in our products."

Blood and Bone Meal join the Miracle-Gro Organic Choice family of products that includes potting mix, garden soil and garden fertilizer. The Company created the Miracle-Gro Organic Choice line for those gardeners who seek organic options, and also expect the same level of performance associated with the Miracle-Gro name.

"For more than 60 years gardeners have come to trust and rely on Miracle-Gro products to help them grow healthy and vibrant flowers and vegetables," said Bob Bernstock, president and chief operating officer for ScottsMiracle-Gro. "Our Miracle-Gro Organic Choice branded products provide gardeners with a broad range of organic options, without sacrificing performance or paying a premium."

Miracle-Gro Organic Choice Blood Meal and Bone Meal are available nationwide at Lowe's and independent nursery and retail outlets. Suggested retail price for Blood Meal is \$5.49 and \$4.99 for Bone Meal.

About ScottsMiracle-Gro

With more than \$2.3 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. Additionally, the Company owns Scotts LawnService, a provider of residential lawn care, and Morning Song(R), a leading brand in the wild bird food category. 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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