

Scotts Launches Summer with My Scotts Lawn iPhone App

MARYSVILLE, Ohio and NEW YORK – June 21, 2010 – Summer officially arrived this morning and with the lawn care season in full swing, The Scotts Company launched the My Scotts Lawn mobile app available for free in the [Apple App Store](#).

The My Scotts Lawn app, which will also be available later this month on Google Android-powered devices, was developed in partnership with [appssavvy](#), a direct sales and marketing services team for the social and mobile media space.

“We understand lawn enthusiasts and the passion people have for their outdoor living spaces,” said Kip Edwardson, manager interactive marketing, The Scotts Company. “The My Scotts Lawn mobile app was developed with these people in mind. We’ve taken our popular lawn care program and enabled it in an app that is based on the user’s location and grass type, for a customized Scotts lawn program right on their personal mobile device.”

The My Scotts Lawn app delivers a customized lawn care program by simply entering the zip code, choosing a grass type and preferred retail outlet. The app then provides recommended Scotts products. In addition to the customized program, the My Scotts Lawn app includes the ability to track lawn’s progress by date of care, comments to remember and through uploaded photos for before and after satisfaction. It also features lawn tip videos from Scotts and its lawn and garden experts.

“The mobile channel has arrived. However, the key is to not just engage with customers, but provide value,” said Chris Cunningham, co-founder and CEO of appssavvy. “That’s exactly how the My Scotts Lawn app was developed. What better way to nurture and grow the best lawn on the block then right there on your mobile device.”

About ScottsMiracle-Gro

With approximately \$3 billion in worldwide sales, 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®, Miracle-Gro® and Ortho® brands are market-leading in their categories, as is the consumer Roundup® brand, which is marketed in North America and most of Europe exclusively by Scotts and owned by Monsanto. In the U.S., we operate Scotts LawnService®, the second largest residential lawn care service business. In Europe, the Company's brands include Weedol®, Pathclear®, Evergreen®, Levington®, Miracle-Gro®, KB®, Fertiligene® and Substral®. For additional information, visit us at www.scotts.com.

About appssavvy

appssavvy is a direct sales and services team that connects hundreds of social media applications on Facebook, MySpace, Google and iPhone with leading brands and agencies. Partnered with the largest vertical social applications in entertainment, moms, travel, games and pets, appssavvy provides advertisers with contextually-relevant programs. Understanding that social media is about people, appssavvy focuses on users, understands their current activity and develops ad campaigns, programs and social strategies that provide value to the ecosystem. appssavvy leverages existing audiences and utilizes all facets of social media to connect advertisers with people. For more information, visit www.appssavvy.com.

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