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HGTV HOME Plant Collection on Sale at Bob (TM)s Market

Expressions Annuals Collection Debuts at Retail

MASON, W. Va.--(BUSINESS WIRE)--May. 11, 2012-- The **HGTV HOME Plant Collection** will be available to consumers at Bob (TM)s Market and **Greenhouses** starting Mother (TM)s Day weekend. The debut collection of annuals, called "Expressions, " was developed by Agricola Management Group, in conjunction with **HGTV**, and will be available in more than 375 retail locations around the country this spring as part of a soft launch rollout.

"We are excited to give consumers a chance to purchase this collection for their gardens, " says Ron Feinbaum, general manager of consumer products for **HGTV**. "The 'Expressions (TM) collection offers consumers a fresh take on gardening solutions, and this line of annuals is an excellent example of the smart and stylish plant products found in the **HGTV HOME Plant Collection**. We have taken the guess work out of plant selection by creating carefully chosen mixed varieties that will enhance any outdoor space. "

The Expressions collection is supported by **HGTV** Know How!, referring to the plant care tips, landscaping inspiration and gardening ideas featured on the products, online and in retail stores.

The debut collection features mixed plant varieties in complementary color families that are matched in timing for balanced growth and consistent color. The annuals, mixed containers and hanging baskets are designed to perform well in consumer gardens and outdoor living spaces.

"Expressions " includes four separate collections " Confetti Craze, Friendly Fusions, Sassy Sweethearts and Big & Bold " all of which are available as individual components in quarts and mixed together in gallons and decorative containers.

"With the debut of this new plant collection, **HGTV** extends the gardening and plant inspiration consumers have sought from us on air and online for years, " said Feinbaum. "Now viewers can bring the tips and Know How! provided by **HGTV** into their home and gardens. "

The **HGTV HOME Plant Collection** is one of several lines of **HGTV** HOME branded products including paint, furniture, flooring, lighting and design software. For information about where you can purchase the **HGTV HOME Plant Collection**, visit www.hgtvhomeplants.com and click on 'Find a Retailer. (TM)

About Agricola Management Group

Agricola Management Group is the exclusive licensee for live goods, seed, sod, soil and other products that will be branded **HGTV HOME Plant Collection**. For more information, contact Agricola Management Group at 615-690-7834 or info@agricolamanagement.com.

Source: **HGTV HOME Plant Collection**

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