

SONG & DANCE



Rod LeDrew bustin' out

What We Aren't

- Not just another broker... Grimes offers a complete line of supplies
- Not just seeds and young plants... Grimes offers nursery stock
- Not too big... you never get lost... you are not just a number
- Not isolated - - - Grimes has eleven alliance partners committed to developing and offering the highest quality and best performing products

Important to us

- Grimes is all about service... the BEST
- Garden performance experts... "The Garden Leaders"
- The widest selection of seeds and plants in the world
- The finest quality products you can buy
- The most up-to-date technology available
- The leader in new varieties and new ideas



Karen Sargent Havin' Fun

WHY IS GRIMES

Service to DIE FOR

- Lightning same day service
- Calls go directly to your salesperson
- More helpful assistance
- Friendlier service



Selection to KILL FOR

- More product including supplies and nursery stock
- More varieties
- More crops
- More suppliers
- More availability
- New 100 seed size



Juicy New Varieties LICK YOUR LIPS

- Across many product lines
- More new varieties
- More unusual / unique varieties
- Introductions from Alliance Partners
- From sponsors and advertisers



Everything Your HEART DESIRES

- One stop shopping for most greenhouse needs
- Not just young plants and seed
- Nursery stock, tags and supplies
- Grower assistance information to help you organize and plan



ANY BETTER?

A BRAND with DEMAND



- Garden Leaders are exclusive from Grimes
- Garden Leaders are field tested for superior garden performance
- Garden Leaders are guaranteed to perform or consumers get their money back

Magic Marketing

- Garden Leaders are a complete product line with many unusual varieties
- Garden Leader marketing tools include tags and POP
- Use the new blazing yellow pots to add retail excitement in your greenhouse



Information to POWER YOU UP

- Grimes is ahead of the computer competition
- Instant plant availability
 - Order seeds online
 - Benefit from the Grimes information advantage



Ideas to PROFIT YOU UP

- Garden Leader Brand Varieties allow you to charge premium prices, but you pay no more
- Unique varieties that you can mark up higher
- Products that differentiate you from the big box stores
- Products that allow you to improve efficiency



WHO ARE



Jay Decker



Greg Dedman



Carolyn Divelbiss



Bill Eskes



Matt Gasper



Lois Geertz



Chase Grimes



Joyce Jones



Heather Kokos



Cindy Kozane



Kim Lastoria



Deana Lubecky

THESE GUYS?



Mike Manary



Ed Mansuy



Steve Mester



John Mott



Alex Peko



Steve Rockcastle



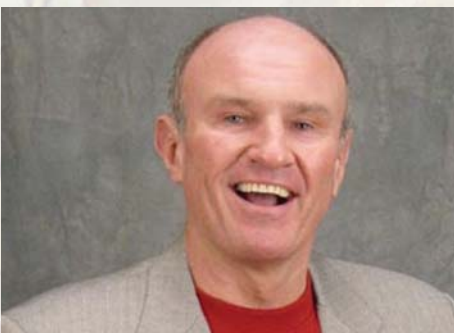
Karen Sargent



Jim Spisak



Bill Steen



Don Stone



Doug Wonsettler



Katie Zeid

OH! DON'T FORGET

GRIMES QUALITY

CLEAN STOCK PLANTS

- Intense sanitation requirements
- Consistent vigor and performance
- Disease free
- Virus indexed
- Laboratory tested
- Quality assured by Grimes



ULTIMATE SEED QUALITY

- Highest commercial quality
- Maximum seed vigor
- Rigorous germination testing
- Endorsed by plug growers
- Backed by alliance partnership