



VIVA! Apples? No- VIVA! Podcasts on Apple's iTunes

April 2006 Vista, California — Maybe the only product in America hotter than VIVA! plants is the amazing success of the Apple iPod – over 40 million iPods have been sold in the past few years. Americans continue to confound the traditional media by downloading information from podcasts versus the more mainstream magazines, TV and radio.



Where can you find 'Battlestar Gallactica' right next to 'VIVA! Old Time Tasty' Tomato – on Apple's iTunes – that's where!! VIVA! has entered the new media fray with a full series of informational and entertaining podcasts in support of gardeners and homeowners from coast to coast. Topics from deadheading to mulching to new fun varieties are covered. Riveting titles such as "Everything You Wanted to Know About Mulch," and our personal favorite "Manure in the Garden" are but a sample of our tasty listings on iTunes at the Apple web site.

Narrated by our own Bob Reidmuller and Laurie Scullin – perhaps gardening's version of the famous PBS duo 'Click and Clack' – our two garden experts kibbitz and ponder their way through many gardening topics. Designed to support the information found on the www.vivagarden.com website, Bob and Laurie take a somewhat humorous approach to the topics of plant foods, dealing with bugs, and soil preparation.

"Gardening is too much fun and what I like about these podcasts is we can tell some of the silly stories we have," says Bob Reidmuller of VIVA! "This format allows us to share the crazy Aunt in the compost pile story that is worth a chuckle but would never make a gardening book."

"I'm not sure we are ALL ready for stories about Bob's crazy Aunt, but Bob is spot on about the podcast format allowing us to make gardening a lot more personal than we can on the website," quotes Laurie Scullin of VIVA! He continues, "Bob and I have been gardening for over 80 years between us, and we have a few nuggets and opinions about how to do things. Our VIVA! plants are all about easy gardening and thanks to iTunes and podcasts, we can share shortcuts and ways to make your garden less work"

The VIVA! program is a full line of flowers, vegetables and herb plants grown by the VIVA! grower network and sold exclusively at The Home Depot. Consumer information on VIVA! plants is available at www.vivagarden.com, along with information about the VIVA! Garden for Schools program. Information for the press is on the Press Room page at www.floragem.com. Floragem is a marketing company comprised of experienced growers and marketing professionals.

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