



FOR IMMEDIATE RELEASE

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The end to mushy vinca, new 'SuperVinca' stands up to overhead watering.



Vista, California, July 2008 — The bane of all flowering vinca (*Catharanthus roseus*) has been diseases caused by overhead watering, heavy rain and anything that splashes soil on the plant stems. This heat loving annual is the best choice for summer color in a hot, full sun area, but only if the homeowner waters carefully. New 'SuperVinca' from the VIVA! program at The Home Depot® addresses the disease problem. With a much higher level of disease resistance than vinca plants of the past, the new 'SuperVinca' may not be able to stop a speeding bullet or leap over tall buildings in a single bound, but it will greatly improve garden performance in flower beds.

Gardeners have enjoyed breeding breakthroughs in the past 10 years with new flower colors and large vibrant flowers, but have still struggled to grow vinca plants all summer long. 'SuperVinca' will complement any garden hot spot and finally addresses garden performance. Incorporating the 'Cora' varieties from Goldsmith Seeds, VIVA! 'SuperVinca' is available in 4 colors, Apricot, Burgundy, Deep Lavender and Lavender with Pink. Punch, Violet, and a stunning new White will be new colors available in spring 2009. 'SuperVinca' will get 14" - 16" tall and will flourish in either a container or landscape setting. Full sun and heat are the best conditions for success. Adding a few inches of mulch around the plants is an effective way to reduce watering, weeds and disease issues.

The VIVA! program introduces a variety of new and noteworthy flower varieties into the U.S. and Canadian markets and contains a mixture of annuals, perennial and woody 'color' for use in home landscapes by home gardeners or landscapers. By looking at new flower breeding from around the world, VIVA! and The Home Depot bring innovative new garden ideas to homeowners from coast to coast.

Floragem is a horticultural marketing company that works with The Home Depot on the VIVA! collection of flowers, grown by The Home Depot grower network and sold exclusively to The Home Depot. Consumer information on VIVA! plants is available at www.vivagarden.com or to the press in the press room at www.floragem.com.

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