

**MEDIA CONTACT:**

Brittani Polivka  
Cohn & Wolfe for EasyBloom  
415.365.8551  
[brittani.polivka@cohnwolfe.com](mailto:brittani.polivka@cohnwolfe.com)

**EASYBLOOM.COM ADDS PROVEN WINNERS INFORMATION TO EXTENSIVE ONLINE PLANT LIBRARY**

*EasyBloom users receive care instructions for more than 400 additional plants, including Supertunias, Diamond Frost and Superbells*

**San Francisco – March 11, 2009** – PlantSense Inc., maker of the EasyBloom plant sensor, announced today that it will expand its comprehensive online plant library through a partnership with Proven Winners®, a leading brand of high-quality flowering plants in North America. More than 400 new plant overviews, photos and care instructions have been added to give casual gardeners a better sense of what they can grow in their backyard, home or office.

EasyBloom has already helped thousands of people create the beautiful garden they want. It's as easy as "Ready, Set, Grow": just place it in the soil for 24 hours, indoors or outdoors, and EasyBloom takes detailed "plant's eye view" measurements of sunlight, temperature, humidity and soil condition. Afterwards, plug it into a Mac or PC and the data is quickly analyzed and matched to the library of plants on EasyBloom.com. A straightforward, easy-to-read report then explains which plants will thrive in that location, or how to help ailing plants already there.

With the Proven Winners additions, EasyBloom.com features more than 5,000 species of plants including flowers, trees, vegetables, herbs and shrubs. New plants in the library include the popular Supertunia, which is a drought-resistant petunia hybrid; the heat- and drought-resistant Euphorbia 'Diamond Frost'; and Superbells, a Calibrachoa hybrid which is extremely low maintenance.

Each plant is searchable by name, color, height and season, plus special features including fragrant flowers, North American natives, good for cut flowers, etc. In addition, the library offers specific directions on how to care for each plant and what pests to watch out for.

"We are dedicated to helping people make expert decisions on what plants they can grow, and how to take care of their plants," said Matthew Glenn, founder and CEO of PlantSense Inc. "This partnership with Proven Winners makes it even easier for our customers to make great choices, and explore all their possibilities for creating a beautiful garden with no fuss."

Proven Winners plants are sold in just about every garden center in North America. The organization's goals are to introduce the best, most unique, high-performing plants, to produce them under the highest quality standards, and to market the plants innovatively. As part of this partnership, EasyBloom is now available for purchase at [www.provenwinners.com](http://www.provenwinners.com).

"EasyBloom is a natural fit for Proven Winners because we are both dedicated to helping gardeners succeed, and have fun doing it," said Marshall Dirks, director of marketing for Proven Winners. "We are happy to be working with PlantSense to help casual gardeners, and hopefully introduce some new people to the joys of gardening as well."

Priced at \$59.95, EasyBloom is available at major online retailers including Amazon.com, Buy.com, HomeDepot.com and Burpee.com; as well as Orchard Supply Hardware locations in Northern California. For more information, please visit [www.easybloom.com](http://www.easybloom.com).

**ABOUT EASYBLOOM**

EasyBloom takes the guesswork and frustration out of gardening by easily revealing which plants will thrive in any location, and how to care for ailing plants. Through detailed “plant’s eye view” measurements of sunlight, temperature, humidity and soil condition, EasyBloom allows anyone to enjoy a beautiful indoor or outdoor garden — from a single bedroom begonia to a backyard bed of roses. It was developed by PlantSense, Inc., a team of garden enthusiasts based in San Francisco. For more information please visit [www.easybloom.com](http://www.easybloom.com).

**ABOUT PROVEN WINNERS®**

Proven Winners is a brand that encompasses all that is gardening. Annuals, perennials and flowering shrubs are marketed and advertised to help beginning and expert gardeners have success. In 2007, they celebrated their 15th anniversary and look forward to finding new and innovative ways to make gardening remain the #1 hobby. For more information, go to [www.provenwinners.com](http://www.provenwinners.com) and click on the link that applies to you – home gardener, garden center professional or grower.