

OSH-2010-13

For more information contact:

EAA: Dick Knapinski, (920) 426-6523 dknapinski@eaa.org

Scotts Miracle-Gro: Lance Latham, (937) 644-7313, lance.latham@scotts.com

FOR IMMEDIATE RELEASE

EAA AIRVENTURE PARTNERSHIP WITH SCOTSMIRACLE-GRO IMPROVES EVENT SITE, ENHANCES ‘OSHKOSH EXPERIENCE’

Commitment Also Provides Expertise on Care of Grass Airstrips

EAA AVIATION CENTER, OSHKOSH, Wis. — (May 10, 2010) — Through EAA’s new multi-year partnership with The ScottsMiracle-Gro Company, aviation enthusiasts attending EAA AirVenture Oshkosh will see expanded Warbird facilities and general aviation displays in 2010.

The ScottsMiracle-Gro partnership with EAA will create the “Scotts Grass Strip,” which surrounds a newly expanded area for Warbirds aircraft and presentations. In addition, during EAA AirVenture, “The World’s Greatest Aviation Celebration,” on July 26-August 1 at Wittman Regional Airport in Oshkosh, Scotts will extend its expertise with aviators and airport owners worldwide.

Scotts’ world-leading research and expertise in turf management will be shared to benefit enhanced growing and care of grass airstrips, not only at AirVenture and the EAA AirVenture Museum’s Pioneer Airport, but also through “How To” sessions for EAA members during the AirVenture. EAA will host grass airstrip webinars and other events for members throughout the year.

“ScottsMiracle-Gro is the global leader in turf grass and lawn care, and using its expertise as an EAA resource both at Oshkosh and to our members is very much appreciated,” said Tom Poberezny, EAA president and AirVenture chairman. “Since many EAA members enjoy flying aircraft from grass and turf airfields, so the expertise of Scotts is an additional benefit that will help EAA members enjoy their own aviation participation throughout the year.”

-more-

“Our commitment to the EAA AirVenture Warbirds area and to grass airfield enhancement provides more than just technical expertise to the soft-field fliers of today,” said Jim Hagedorn, Scotts Chairman and CEO, a former U.S. Air Force F-16 pilot who today flies a P-51B Mustang named “Old Crow” from a grass airstrip in Ohio. “Grass airstrips are still very practical, and we hope our work with EAA will help keep us connected to a time when soft fields played a critical role in winning freedom around the world.”

Scotts MiracleGro President and COO Mark Baker, who is also a pilot, added: “Flying means so much to those who are involved. We hope the support of Scotts MiracleGro will enhance the experience of AirVenture attendees, as well as those who make aviation a part of their lives at home. We are pleased to partner with EAA and be a part of The World’s Greatest Aviation Celebration.”

Warbirds area upgrades in 2010 include a new display/presentation area for the increasingly popular “Warbirds in Review” daily program; a permanent “Veteran’s Tribute” area completed in time for the huge “Salute to Veterans” commemoration at AirVenture 2010; and enhancements to the Warbirds of America headquarters and merchandise buildings.

“Scotts’ support allows us to continue the upgrades requested by many EAA members and other AirVenture visitors,” said Rick Siegfried, EAA Warbirds of America president. “The improvements give the Warbirds of America more flexibility and public access for Warbirds displays and programs. In addition, this new area will be the premier location to display Warbirds, and give the public more display areas to enjoy the incredible aircraft that come to Oshkosh each year.”

The ScottsMiracle-Gro Company is the world's leading consumer lawn and garden company with trusted brands in categories through the lawn and garden care industry. More information is available at www.scotts.com.

EAA AIRVENTURE OSHKOSH is The World’s Greatest Aviation Celebration and EAA’s yearly membership convention. Additional EAA AirVenture information, including advance ticket and camping purchase, is available online at www.airventure.org. EAA members receive lowest prices on admission rates. For more information on EAA and its programs, call 1-800-JOIN-EAA (1-800-564-6322) or visit www.eaa.org. Immediate news is available at <http://twitter.com/EAAupdate>.