

NEWS RELEASE

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Be excited what's new at Benary at this year's Flower Trials[®] in the Netherlands.
For six years Benary is now exhibiting at Westland Region in a Peter van der Plas greenhouse,
Oranjesluisweg 13, NL - 2676 NA Maasdijk.
Flower Trials[®] take place from June 14 to 17, 2011.

New Varieties from German seed manufacturer Ernst Benary

Begonia x benariensis 'BIG[™] Red Bronze Leaf' Improved

Improvements such as shorter internodes; a more intense flower colour and improved branching make this our most exciting addition to the 'BIG'[™] series yet. Huge, 8 cm blooms stay on top of the deep bronze foliage for even more flower power and crowd stopping, consumer appeal. 'BIG'[™] Red Bronze Leaf' Improved matches the existing 'BIG'[™] colours for habit, timing, and vigour so it is easy to grow and ship the whole series together. The outstanding garden performance in shade or sun will keep customers coming back year after year.

Find more information on www.big-begonia.com

Please download high res pictures:

- <http://www.benary.de/images/nl/0411/C4140093.jpg>
- <http://www.benary.de/images/nl/0411/C41400815.jpg>

Begonia tuberhybrida F₁ 'Nonstop'[®] series – A popular classic for 40 years

Find new colours and improvements

Since the mid seventies 'Nonstop'[®]s have become bestsellers and still are. They are the market leader for the production of premium quality. As the name implies they flower from early spring into late autumn. The series offers now 15 colours.

'Nonstop'[®] White' Improved is improved for earliness and now matches the other key colours for easy crop scheduling. Well branched plants have a full rounded habit for a perfect finished plant in any sized pot.

New introduction 'Nonstop'[®] Yellow with Red Back' yields intense golden yellow, fully double flowers with a unique rosy-red back which enhances the richness of the bloom, and gives the overall look of the plant an interesting bi-colour effect. Over a week earlier to bloom than either 'Yellow' or 'Apricot', this new colour will soon be a favourite in 'Nonstop'[®] programs.

Another new vibrant colour is 'Nonstop'[®] Deep Rose'. Ist large, fully double flowers unfold above deep green foliage.

Please download high res pictures:

- <http://www.benary.de/images/nl/0411/C7XX0111.jpg>
- <http://www.benary.de/images/nl/0411/C7XX0NA1.jpg>

Gaillardia x grandiflora 'Arizona Apricot' – AAS flower Winner 2011

As 2011 AAS Winner, this bright addition to the 'Arizona' Gaillardia series is a must for perennial or annual growers alike. It's easy to grow, fills in the pot fast, and flowers the first year without vernalization for increased production efficiency. This perennial thrives under a wide variety of climatic conditions. It blankets the garden with colour even under hot and dry conditions.

'Arizona Apricot' flowers as early and uniformly as highly awarded 'Arizona Sun' and 'Arizona Red Shades' and continues blooming well into the autumn with a mass of apricot flowers. With a well-branched, compact habit, it is easy to produce and display controlled uniform, plants that will compete with annual colour displays at retail.

Please download high res pictures:

- http://www.benary.de/images/nl/0411_E/M3510081.jpg

Viola wittrockiana (Pansy) F₁ 'Inspire'® series additions

Be truly inspired by 29 unique colours

Bred for a wide range of weather conditions, 'Inspire'® Pansies are ideal for both autumn and spring production. A naturally compact habit and narrow flowering window allow you to ship your entire program at the same time and then hold them at retail if necessary. A choice of 29 unique colours, in both clear and blotched faces, inspire you to "paint" your landscape or retail area in a multitude of eye-catching combinations. For easy, cost effective production, and excellent presentation at retail, you just can't find a better series than 'Inspire'® Pansies.

This year 6 new and one improved colours are being added to the 'Inspire'® Pansy series:

'Inspire'® Blue Angel' – A unique frosty light blue with a bi-colour blue face

High res picture: http://www.benary.de/images/nl/0411_E/X0191091.EPS

'Inspire'® Blue Velvet' – A rich royal blue with a dark face and cap

High res picture: http://www.benary.de/images/nl/0411_E/X0161091.EPS

'Inspire'® Deep Blue with Blotch' – Our darkest blue with a black face

High res picture: http://www.benary.de/images/nl/0411_E/X0141093.EPS

'Inspire'® Lemon with Red Blotch' – A fresh lemon yellow with a rusty red face

High res picture: http://www.benary.de/images/nl/0411_E/X0052091.EPS

'Inspire'® Lilac with Blotch' – A mid blue-lavender with dark blue face

High res picture: http://www.benary.de/images/nl/0411_E/X0061093.EPS

'Inspire'® Peach Shades' Improved – A warm blend of pinks and yellows

High res picture: http://www.benary.de/images/nl/0411_E/X0211091.EPS

'Inspire'® Terracotta' – A range of colours from rosy cream to rich red, all with a dark red face

High res pictures:

- http://www.benary.de/images/nl/0411_E/X0072091.EPS
- http://www.benary.de/images/nl/0411_E/X0072092.EPS
- http://www.benary.de/images/nl/0411_E/X0072095.EPS

Viola wittrockiana (Pansy) F₁ 'Thriller'® Purple' – Trend colour of the season 11/12

With this new pansy series Benary launched the earliest flowering XL pansy series for the market.

'Thriller'® offers large flowers and does not stretch, even under warm conditions. 'Thriller'®s

sustainable large blooms continue well into fall, even under short days. 'Thriller'® Purple'

complements the series with now six vibrant key colours.

High res picture: http://www.benary.de/images/nl/0411_E/X0990092.jpg

Salvia farinacea 'Evolution® White'

A new eye-catching silvery white colour with the same great garden performance and compact habit as AAS award winner Salvia 'Evolution'®. Early to flower and very floriferous, Salvia farinacea 'Evolution® White' is sure to create instant consumer demand. Its bright white blooms create a clean, fresh look in the landscape all season long. The compact habit makes this garden beauty easy to produce, rack and ship, reducing production costs.

High res picture: http://www.benary.de/images/nl/0411_E/V0720091.jpg

About Benary

For almost 170 years, Benary has maintained a strong passion for breeding annuals, perennials and potted ornamental plants. Known worldwide as a leader in Begonias, both tuberous and fibrous, Benary's fine selected assortment includes some of the industry's most sought after varieties in Pansies, Pentas, Petunias, Marigolds, Impatiens, and Rudbeckia, to name just a few. Established in 1843, today Benary is one of the leading ornamental seed breeding companies worldwide. The independent family business, now led by the 6th generation, continuously develops new seed varieties for the global professional ornamental industry. Benary exports over 85 % of its sales into more than 120 countries.