

Pearl's Premium Ultra Low Maintenance Lawn Seed has unlocked the secret to growing a "greener" lawn! They recently announced their improved 5th generation, all natural, Non-GMO grass that is "People, Pet & Planet Friendly"™ at the Buffalo Garden Writers Assoc convention.

A Pearl's Premium lawn enhances the landscape and does not compete with flowers

Pearl's Premium has unlocked the secret to growing a "greener" lawn in every sense of the word. Pearl's Premium founder and award winning environmental, water and grass expert Jackson Madnick developed this all-natural, NON-GMO patented mix of 7 different native and adaptive grass seeds over an 8-year period of intense research with the help of 4 PhD university turf experts. This US and Canadian patented blend of special seeds taps into soil moisture & nutrients, resist insects & disease, is salt tolerant & prevents yellow spotting from pet urine.

The secret to a perfect lawn is to **plant in the fall or early spring for most of the country. In the South and Southwest plant in the late fall, winter or early spring.** Use **Best Management Lawn Practices** (from latest university research) of: using a extreme deep root, native seed mix like **Pearl's Premium** after adjusting soil pH to be between 6.0 and 7.0, (adding 40 # of Pellet Lime/ 1000 sq ft, if lower than 6.0 pH or use small amount of Gypsum if higher than 7.0 pH. Mow at magic height of 3.5 inches tall (to prevent most weeds), leave the clippings using a mulching mower, with blade sharpened every 10 hours of use (can be sharpened with hand file in only 3 minutes to cut the work / time /effort in half and have better looking lawn) and use only small amount of organic fertilizer, never chemical fertilizer. Better yet, spread 1/4 inch of organic compost once a year to fertilize & improve the soil before planting this innovative grass seed.

In our **improved 5th generation grass**, announced at GWA in Buffalo, **Pearl's Premium Ultra Low Management Lawn Seed** has added an organic **100% beneficial** thin coating, to **hold 400 times the water** next to the seed ensuring a higher sprouting, establishment and survival rate than other grass. The grass **grows up to 4-foot deep roots** resulting in better drought tolerance. See the difference graphic below. It also provides the following dramatic benefits:

Mow only once a month rather than weekly

Saves water – uses 75 % less water than any other grass and is more drought tolerant

Eliminates chemical and pesticide use - outcompetes weeds and grass without chemicals

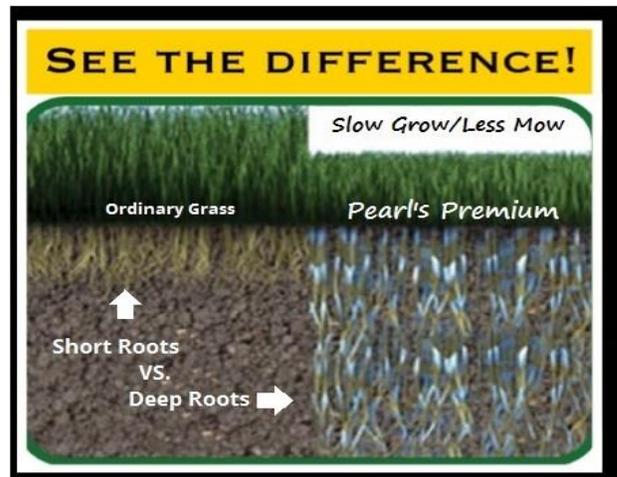
Stays green year-round when most other grasses go brown in extreme heat or extreme cold

Easy to install - no need to tear up the lawn, just plant right over your existing lawn

This gardeners delight of grass is a darker green to compliment your flowers but does not grow sideways or spread. Since you only mow it only once a month and **do not need to weed this grass out of your vegetables and flowers** you can spend your time, water & money on your garden & not the grass! The EPA says folks spend 40 hours of summer on the lawn. **Generally, Pearl's Premium grass gives you 30 more free hours for family and hobbies each summer.**

"With our all-natural, non GMO "People, Pet & Planet Friendly"™ grass, a beautiful lawn is easy," says Madnick. "You don't need to tear up the lawn, just plant when the soil temperature is between 50–70 degrees F, then spread Pearl's Premium seed over your existing lawn **to outcompete both the existing grass & weeds.**"

The lawn on the left below is an ordinary shallow root, fast growing grass, full of violets, dandelions, crab grass and a variety of weeds, Pearl's Premium (on the right side of the same photo) is lush, dark green, bare-foot soft and naturally weed-free without chemicals.



What the Experts say:

Pearl's Premium received rave reviews in Popular Science and Newsweek magazines calling Pearl's Premium "The Holy Grail of Grass & Solution for California". Also rave reviews by master gardeners writing for ABC, CBS, NBC and FOX News TV, NPR and from home-improvement expert, Bob Vila who uses it for his own home lawns seen below.



Garden writer and New York Times Best Selling Author of Garden books, Cynthia Brian, who is also a **member of GWA**, raves about the Pearl's Premium grass on her Internationally broadcast Voice of America Radio Show. She only talks about things she thoroughly tests and uses in her own California home lawn. She tried it and loves it. Many other GWA members love this grass.

Garden expert, Paul Parent, of the Paul Parent Garden Club, heard every Sunday Morning for nearly 30 years on over 90 US radio market stations, is also a fan of our grass - he uses it for his own home lawn.

There are now over 400,000 Pearl's Premium lawns in all 50 states, Europe and the Middle East. Landscape architects, designers and gardeners love this grass because of the time, money and water saving benefits. Pearl's Premium can be used for **residential, commercial, municipal lawns** or **green roofs**. **Pearl's Premium is the only grass to get LEED Credits under the US Green Building Council due to less water, less mowing & sequesters 8 times more carbon from the very deep roots to help lower your carbon footprint and lessen climate change.**

This grass seed sprouts in only 7 days and produces a lush lawn in a month, to save dramatic amounts of time, money, and water, resulting in more free time for gardening, hobbies or the family. By eliminating the need for chemical fertilizers and pesticides, it's possible to maintain an organic lawn that is safer for children, pets, drinking water and the planet.

Pearl's Premium was named one of three most important patented inventions to come out of New England by the Boston Museum of Science out of 600 patented inventions they reviewed (although it grows not just in the north east, but grows in all 50 states) and won the coveted International **MassChallenge prize for innovation** out of 446 entries from 26 countries.

As part of their giving back program, Pearl's Premium donates grass seed for 100 **Habitat for Humanity** homes to benefit Wounded Warriors and others across the country, like in this project in Geneva, NY seen below. We may be able to supply an address in your area to localize your news story or blog.



Pearl's Premium Ultra Low Maintenance Lawn Seed is available at **Whole Foods Markets** in New England, as well as quality garden centers throughout the U.S. & recently by **Sun Country Farms in Canada** or 5th generation grass sold on the Internet at www.PearlsPremium.com.

(We can send you a free sample to grow some grass to see for yourself)

For a news story, blog, interview or to find out more:

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To buy, go to <http://www.PearlsPremium.com>