



Prepared for Edge Multimedia
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 Talk 650 KSTE/News Talk 1530 KFBK
KSTE.com/KFBK.com

RECAP – Northern California



As part of SunGro Horticulture's integrated radio, web, and event spring 2008 ad campaign, Talk 650 KSTE/NewsTalk 1530 KFBK collaborated with Edge Multimedia and SunGro District Manager John Hoffman to conduct a consumer sampling promotion.

SunGro debuted a Sacramento regional radio advertising schedule across a spectrum of general interest news and information programming to heighten brand awareness and encourage purchase of its **Black Gold** product line.

In addition to commercial coverage across top rated news and talk programs, niche enthusiast interest was peaked by involvement of **KFBK/KSTE** garden and agribusiness correspondent "Farmer Fred" Hoffman (no relation to John).

On Sunday, May 18, Fred interviewed John along with SunGro's Michelle Miller regarding beneficial properties of **Black Gold** potting soil and fertilizer products. Following their morning studio appearance on Talk 650 KSTE/KSTE.com, over 200 retail customers met Fred and John along with Diane Fransetti of **Redi Gro** distributors and Jeff Fekete of **Clear Channel Radio and Online Media** at SunGro retail account **Emigh Hardware and Garden Center** in Sacramento. The meet and greet appearance supported by **Emigh** senior management and ownership gave Sunday afternoon customers an opportunity to engage Fred one on one with garden related questions and pick up complementary samples of **Black Gold** product. **KFBK/KSTE** and the **Ferry Morse** company also supported the event with complementary mammoth sunflower seed samples.

programming info: www.kfbk.com www.kste.com

direct listen link for 5/18/08 interview

[http://a1135.g.akamai.net/f/1135/18227/1h/cchannel.download.akamai.com/18227/podcast/SACRAMENTO-CA/KSTE-](http://a1135.g.akamai.net/f/1135/18227/1h/cchannel.download.akamai.com/18227/podcast/SACRAMENTO-CA/KSTE-AM/Get%20Growing%2005_18_08%20Hour%202.mp3?CPROG=PCAST&MARKET=SACRAMENTO-CA&NG_FORMAT=talk&SITE_ID=691&STATION_ID=KSTE-AM&PCAST_AUTHOR=Fred_Hoffman&PCAST_CAT=Talk_&PCAST_TITLE=Get_Growing)

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- Top to Bottom – A) Farmer Fred Hoffman inspects a plant sample brought to him by a listener for a diagnosis.
 B) Emigh Hardware is one of the region's most enduring businesses with a 100 year history of customer service.
 C) Many listeners braved near 100 degree heat to ask Fred questions and pick up a complementary product sample.
 D) Emigh owner Rich Lawrence chats with John Hoffman of SunGro and Diane Fransetti of Redi Gro distribution.