

TURFGRASS COMPARISON

	Riviera bermudagrass	Hybrid bermudagrass	Common bermudagrass	Zoysiagrass	Cool-season grasses
Cold Tolerance	Excellent	Good to Poor	Poor	Good to Poor	Excellent to Good
Heat Tolerance	Excellent	Excellent to Good	Excellent	Excellent	Good to Poor
Drought Tolerance	Excellent	Excellent to Good	Excellent to Good	Good	Good to Poor
Salt Tolerance	Good	Good to Poor	Good	Good	Good to Poor
Wear Tolerance	Excellent	Excellent to Good	Good	Good	Good to Poor
Disease Resistance	Excellent	Good to Poor	Good to Poor	Good	Poor
Leaf Texture	Excellent	Excellent	Good	Good	Excellent to Good
Density	Excellent	Excellent	Good to Poor	Good	Excellent to Good
Recuperative Potential	Excellent	Excellent to Good	Good	Good to Poor	Good to Poor
Establishment Rate	Excellent	Good	Excellent	Poor	Excellent to Good

"ESTABLISHES QUICKLY AND RECOVERS QUICKLY FROM WEAR."



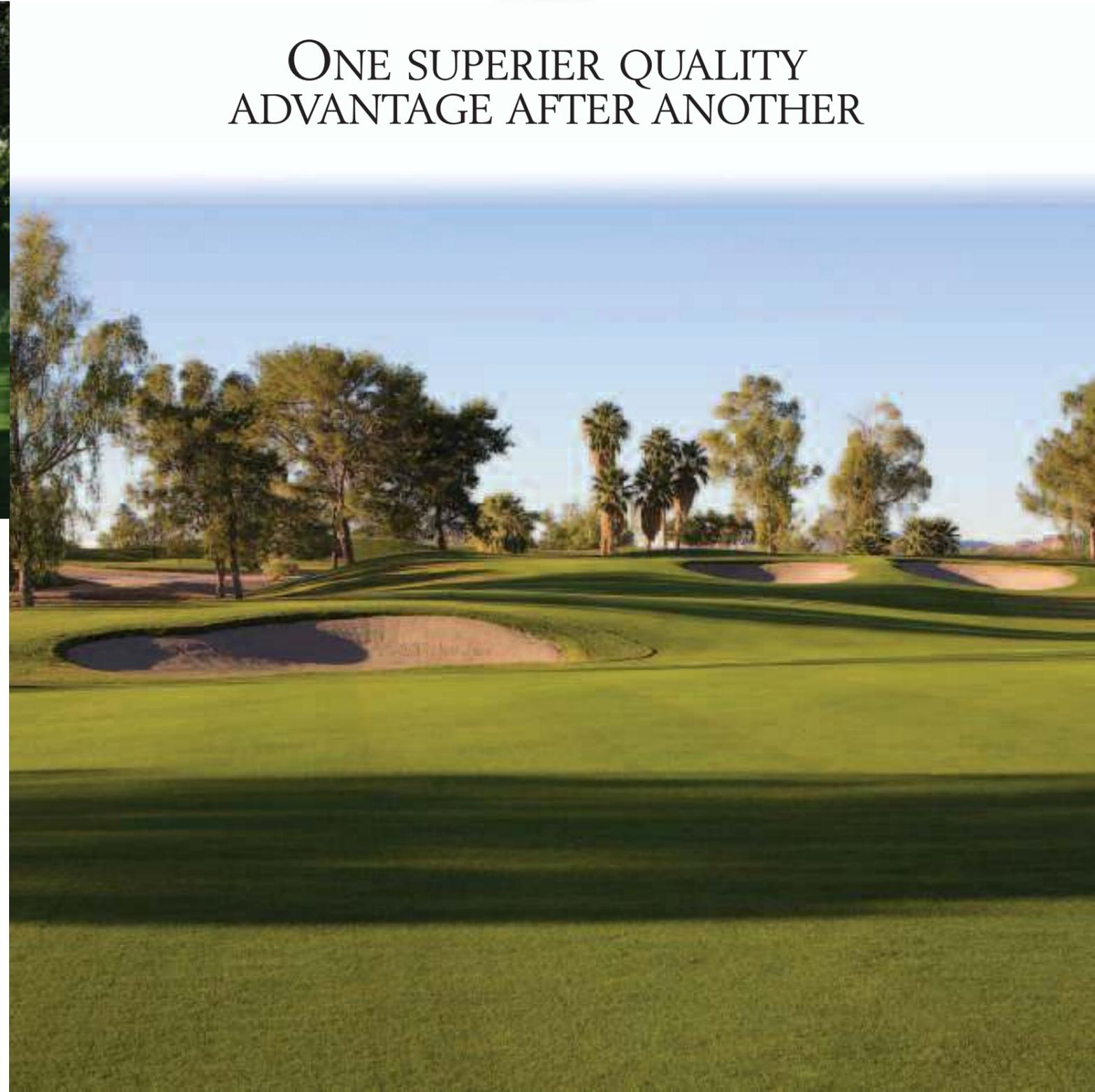
ONE SUPERIOR QUALITY
ADVANTAGE AFTER ANOTHER

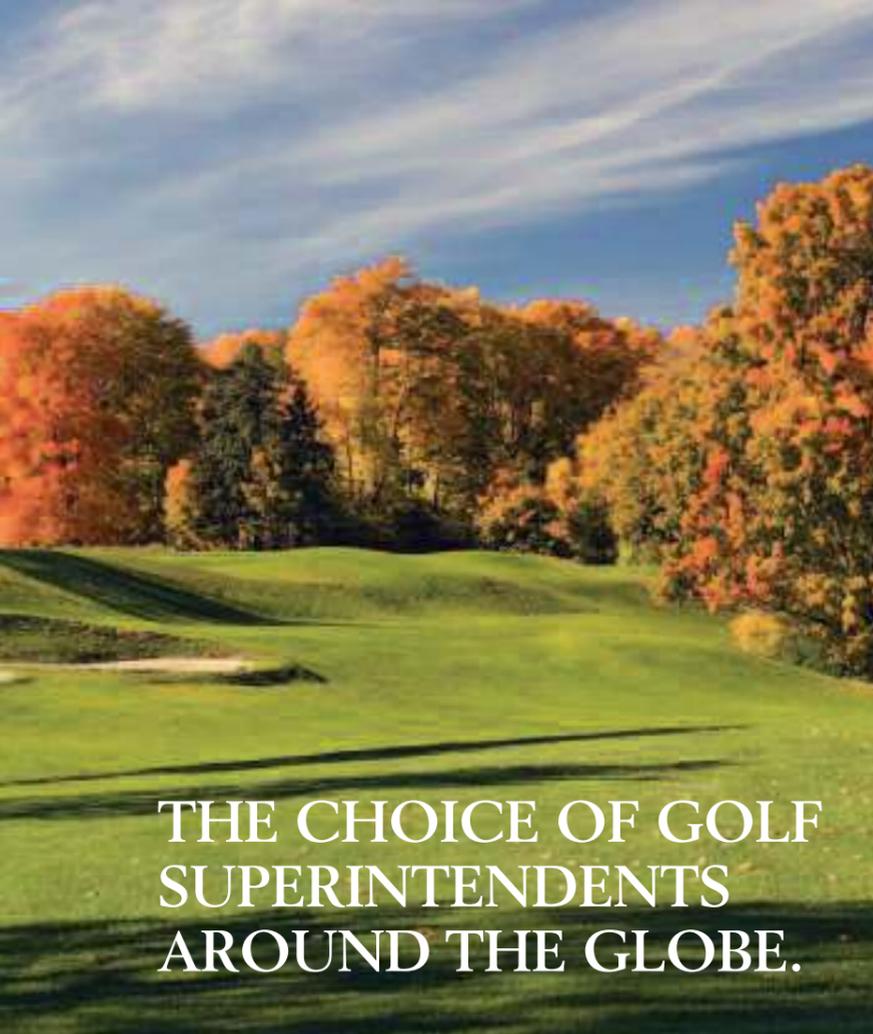


Not a common variety, not a hybrid, Riviera is a synthetic variety of elite cold-hardy strains that give it the qualities to excel above all others in its class, seed or sod, while meeting your most critical turfgrass concerns, often beyond expectations.

JOHNSTON
SEED COMPANY
The Cold-Tolerant Bermudagrass Experts

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THE CHOICE OF GOLF SUPERINTENDENTS AROUND THE GLOBE.

TO YOU, AND EVERYONE WAITING TO GET OUT THERE, IT'S ALWAYS THE BEST NEWS THERE IS.

And the earlier the better. The later the better too. The healthier, thicker and greener? Better still.

What if your turfgrass choice also saved your course substantial cost — right from the get-go and all year 'round?

You might say, it doesn't get any better. But actually, it does.



4 Weeks After Planting 7 Weeks After Planting

Planted On May 19th At Warrensburg, MO

THERE'S BERMUDAGRASS, AND THEN THERE'S RIVIERA, EXCLUSIVELY FROM JOHNSTON SEED COMPANY.

Not a common, not a hybrid, Riviera is a synthetic variety of elite cold-hardy strains that give it the qualities to excel above all others in both warm and cold climates while meeting your most important turfgrass concerns, often beyond expectation.

Remarkably fast grow-in time: Riviera plantings on golf courses as far north as Warrensburg, Missouri have proven playable in only 7 to 8 weeks after seeding, with cart traffic allowed 8 to 9 weeks post seeding. Remarkably fast grow-in is easily achieved with good seed bed preparation, irrigation, and fertilization as needed to promote germination of seed and vigorous growth of plants.

Further extends the playing season: Riviera has provided excellent winter survival in the transition zone. Because of its excellent winter hardiness, Riviera can be seeded later in the bermuda growing season without suffering injury during the following winter. Add to that Riviera's early green-up, and your course gains a serious business advantage in early, long and late playability.

Rich color and texture that boldly endure: Its top-ranked overall turf quality, rich green color, texture, uniformity and density are only the start. Riviera is also exceptionally tolerant of cold winters, drought during growing season and disease resistant. Moreover, it's a leader in wear tolerance and divot recovery — highly resilient under heavy use and quick to recover from injury and abuse.

Expands the beauty of bermuda northward: With outstanding stress-resistant qualities, Riviera is more than a top performer for traditional bermudagrass growing regions. It provides cost-saving advantages for the transition zone and beyond. Riviera has proven its winter survival and optimal performance up to 150 to 250 miles farther north than common type bermudas — from

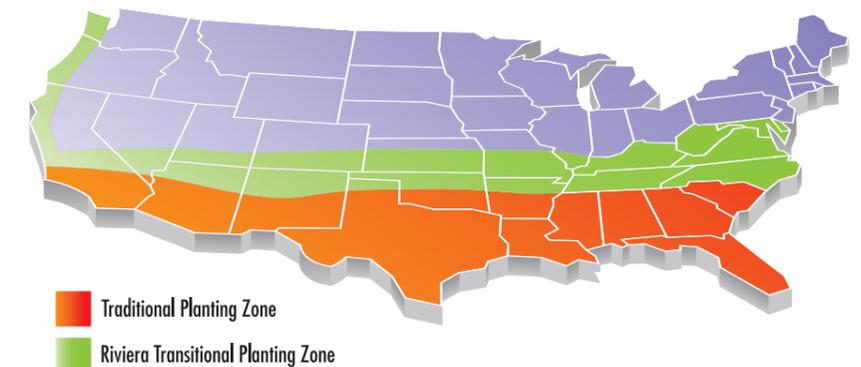
Lexington, Kentucky to Kansas City, Missouri to Fort Collins, Colorado. In fact, Riviera's northern-most limits have yet to be precisely determined.

The viable alternative to cool-season turf: Compared to bermudagrass, cool-season grasses typically are more difficult to maintain because of less drought tolerance, greater susceptibility to many diseases and slower recovery from wear or divot injury. Now at latitudes where bermudagrass has never been an option, Riviera makes the benefits of bermudagrass possible — with cold tolerance that makes it practical. Riviera's greater disease resistance can eliminate or dramatically reduce the need for and cost of applying fungicides. And its excellent drought tolerance can substantially reduce irrigation costs.

Fewer bermudagrass concerns: Riviera will not "wash out" or revert to common, due to its genetic makeup and excellent stress tolerance. It's also less inclined to develop seedheads compared with other seeded varieties. As for thatch build-up and aggressiveness associated with high-quality, high-density bermudagrasses, Riviera is dethatched similarly to hybrid types, and simply should be planned for areas in which long-term persistence and performance are the top priority.

The choice for a range of applications: Riviera is the best choice for fairways, tee boxes, and practice ranges for golf courses under construction or renovation of older courses. Its performance is equally superior on residential and commercial lawns and on sporting fields, or wherever high quality, dependable, easily maintained turf is desired."

Immediately and continually saves cost: The cost of seeding Riviera bermudagrass is less than using either sprigs or sod of the current industry standard bermudagrass varieties. In fact, the cost of seeding with Riviera is estimated to be less than 1/6th the cost of using sod of the currently widely used vegetative varieties. Added to this, Riviera's high turf



Traditional Planting Zone

Riviera Transitional Planting Zone

quality, greater cold tolerance, and maintenance-saving stress tolerance continue to reward you and your course year 'round, season after season.

Its credentials are exceptional: Riviera was developed by Oklahoma State University turfgrass research team, with financial support from the USGA. Riviera was ranked first overall for five consecutive years in NTEP trials, acclaimed unsurpassed for bermudagrass wear tolerance at the University of Kentucky, and continues to be featured in articles in the golf course industry's leading publications and on-line resources.

Riviera is proof positive. Top-rated overall, proven and acclaimed in real-world course application around the world, and impressively reviewed by industry experts, Riviera provides unprecedented year-round performance and cost advantages for new and existing courses in the transition zone and beyond.



AVAILABLE IN SOD

For immediate needs or unique applications, Riviera is also available in sod from one of our exclusive sod producers, with all the same genetic qualities of Riviera seed.

% COST COMPARISON

Material	Planting Rate	% Cost of Riviera
Riviera	2 lb./1000 square ft	100% Best Overall
High quality bermudagrass sprigs	500 bushel/acre	102% Higher
High quality bermudagrass sod	Solid	653% Higher
Cool Season Seed	10 lb./1000 square ft	50% Lower
Cool Season Sod	Solid (Fescue)	800% Higher
Zoysia seed	2lb./1000 square ft	135% Higher
Zoysia sod	Solid	960% Higher

Planting costs may vary, but establishing bermudagrass by seeding is usually lower than by sprigging, and much lower than establishing with sod. Seeding requires less preparation than sprigging or sodding contributing to the reduced total cost of establishing with seed.