

## 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."



*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.*

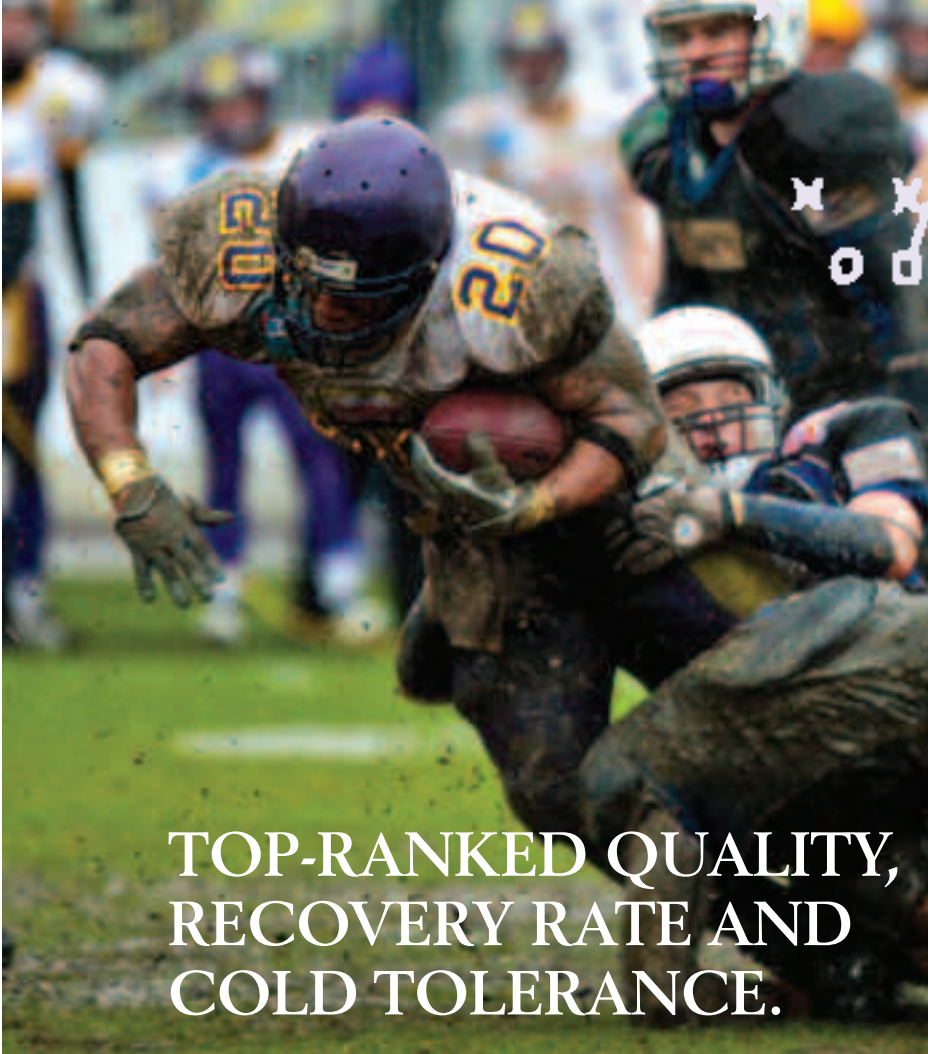
**JOHNSTON**  
SEED COMPANY  
*The Cold-Tolerant Bermudagrass Experts*

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THE CHOICE OF PROFESSIONALS  
AROUND THE WORLD.





## TOP-RANKED QUALITY, RECOVERY RATE AND COLD TOLERANCE.

GET YOUR FIELD PLAYABLE FAST — WITH RICH RESILIENCE THAT LASTS.

Any turfgrass can talk tough, but Riviera bermudagrass has the proof you demand. From universities, industry associations and independent testing programs, Riviera has earned top rankings and consistent high praise.

Prized for its rich color and texture, Riviera's talent goes well beyond — rewarding facility owners and field managers with its fast grow-in time, extraordinary wear tolerance, quick recovery and more.

They're saving money too. Right from the get-go and all year 'round. And not just in the traditional southern zone for bermudagrass: as far as 250 miles north.

Can Riviera perform brilliantly on your field? You're quickly about to see how.



### LEADING WEAR TOLERANCE AND INJURY RECOVERY

If your field is like most, it's expected to handle a "challenging variety" of sports and events — and be ready for the next one, every time.

That's why Riviera's your ideal solution. From NTEP trials to industry acclaim, Riviera has been proven and recognized as highly resilient under heavy use, and quick to recover from injury and abuse.

### RICH COLOR AND TEXTURE THAT BOLDLY ENDURE

Riviera's quality, color, texture, uniformity and density have been NTEP top-ranked in its class, five years running. And time after time, it has also proven its exceptional disease resistance and stress tolerance. So during both your season and off-season, Riviera reduces your concerns and costs even further.

### REMARKABLY FAST GROW-IN TIME

"From seed to play in 49 days." That's how Riviera has been amazing grounds keepers and supervisors as far north as Indianapolis, Indiana. Your new or reseeded field can establish that fast too (with proper preparation and care practices). And you wouldn't believe how much less it costs you than sod.



Planted On May 19th At Warrensburg, MO

### TREMENDOUS SAVINGS: LESS THAN 1/6TH THE COST OF SOD

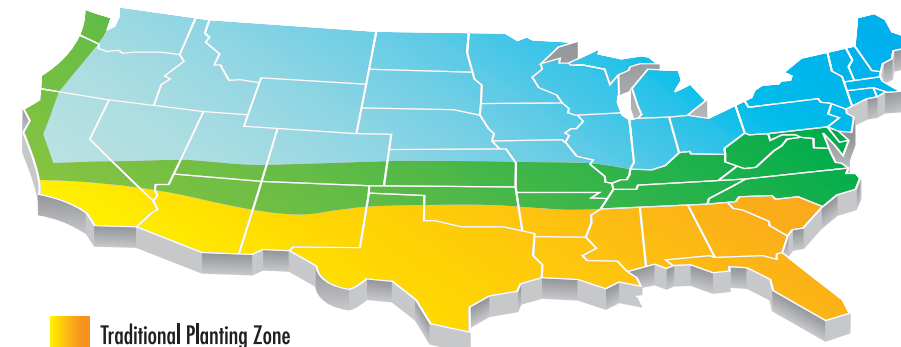
In material costs alone, high-quality sod can cost over 600% more. Then add the far higher transport and labor costs of sod. And you still have to wait for sufficient root growth. With Riviera you gain a huge savings advantage, right from the start. Then its exceptional beauty and performance continue to reward you all season long!



### COLD TOLERANT FOR THE TRULY EXTENDED ADVANTAGE

Riviera brings you the best benefits of bermudagrass — greater stress and wear resistances, faster recovery — plus it's the bermuda with unbeaten cold tolerance. So you can plant Riviera later in the season and see exceptional winter survival compared with others.

Plus, it brings all the beauty of bermuda northward, with its optimal year-round performance already proven from Philadelphia, PA to Evansville, IN to Kansas City, Mo to Ft Collins, Colorado to Lincoln, CA. In fact, Riviera's northern-most limits have yet to be reached.



- Traditional Planting Zone
- Riviera Transitional Planting Zone

### IMPRESSIVE CREDENTIALS THAT KEEP ON BUILDING

Riviera was developed by the Oklahoma State University turfgrass development team, and was the first ever honored by the Turfgrass Breeders Association. Riviera is not just a "one night stand" of performance like many of the others, it has consistently ranked as an elite variety of the NTEP for the past 15 years, and has proven to be unsurpassed for Bermudagrass wear tolerance.

### FOR RIVIERA, WE'RE YOUR EXCLUSIVE, EXPERT SOURCE.

Producer of the very first improved seeded bermudagrass variety, Johnston Seed Co. is still today's only source of true cold-tolerant bermuda varieties.

Only Johnston's is exclusively licensed to produce and market Riviera. To learn more and order it now, or to see it at your nearest planting site, call Johnston Seed toll free at 800-375-4613.



### 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
<b>Riviera</b>	<b>2 lb./1000 square ft</b>	<b>100% Best Overall</b>
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.

