

FOR IMMEDIATE RELEASE
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Proven Winners Poised for Growth: Industry Leaders Combine to Expand Capabilities in Partnership with Staple Street Capital

DeKalb, IL — Proven Winners®, North America’s leading consumer gardening brand, is excited to announce a pivotal new chapter in its long-tenured history. Historically operating as two distinct businesses that control and operate the Proven Winners brand in North America, Pleasant View Gardens (Loudon, NH) and Four Star Greenhouse (Carleton, MI) have decided to join forces and form one company, Proven Winners (the “Company”), under one ownership structure in a partnership transaction with Staple Street Capital, a leading private equity firm that helps attractive companies capitalize on transformative opportunities.

By combining forces, Proven Winners will be able to deliver greater simplicity, scale, and service for growers, retailers, and consumers. Pooling resources enables the development of additional national programs, enhanced ordering and distribution tools, and stronger marketing to drive consumer demand. A key focus of the new organization will be expanding Proven Winners’ reach into underserved markets, making it easier than ever for gardeners everywhere to access products from the brand they trust.

Under this partnership, the Huntington and Smith families — founders and owners of Pleasant View Gardens and Four Star Greenhouse — will remain active owners and leaders in the Company. Staple Street Capital joins as a new partner, providing additional resources, expertise, and strategic support to strengthen Proven Winners’ position in the marketplace while preserving the Company’s culture, values, and legacy.

Since its founding in 1992, Proven Winners has grown from a collaboration of passionate horticultural families into a recognized consumer gardening brand across North America. Built on a commitment to innovation, quality, and excellence, Proven Winners has introduced gardeners to entirely new categories of plants, pioneered branded gardening products, and has become a staple in garden centers, major retailers, and online platforms. This strategic partnership brings together decades of horticultural leadership under one ownership group, positioning Proven Winners for accelerated growth and expansion — especially in underserved markets across North America.

Henry Huntington, co-owner of Pleasant View Gardens commented, “This partnership represents a historic moment for Proven Winners. By uniting our companies and welcoming Staple Street Capital as a partner, we can unlock significant opportunities — from expanded programs and stronger marketing to a unified marketplace strategy — all focused on helping our customers grow.”

Tom Smith, co-owner of Four Star Greenhouse said, “This is about growth — for our customers, our employees, our partners, and the gardeners who love our plants. The combination of our

businesses will enable us to extend Proven Winners' products into new markets, new channels, and to take advantage of new opportunities that our businesses could not have achieved on their own."

The partners at Staple Street Capital commented, "We feel privileged to have the opportunity to partner with the Huntington and Smith families – pioneers who invented an iconic brand in a product category where brands did not exist previously. Having operated as separate companies in the past, Proven Winners was not positioned to capitalize on all of its available opportunities. Now, by combining forces, Proven Winners can better leverage its resources, pursue an aligned strategy, and leverage best practices, all of which will enable future growth, so that more consumers can experience the quality and innovation for which Proven Winners is known."

Commitment to our Mission, People, and Partnerships

While the combination represents a significant milestone, Proven Winners' mission remains the same: to make gardening easy, successful and inspiring.

Day-to-day operations and customer relationships will remain unchanged in the near term. The Company's brand license partners — including Nordic Nurseries, Ed Sobkowich Greenhouses, Spring Meadow Nursery (Proven Winners® ColorChoice® Shrubs), Walters Gardens (Proven Winners® Perennials), Classic Caladiums (Proven Winners® Heart to Heart® Caladiums), The Plant Company (leafjoy® Houseplants), and Garden State Bulb — will continue their successful collaborations, supported by an even stronger Proven Winners marketing engine.

About Proven Winners®

Proven Winners is the leading consumer plant brand in North America, known for introducing innovative, top-performing plants that deliver proven garden success. With a commitment to quality, innovation, and consumer education, Proven Winners partners with growers, retailers, and breeders worldwide to inspire gardeners and enrich outdoor spaces. For more information, visit provenwinners.com

About Staple Street Capital

Staple Street Capital is a leading private equity firm with approximately \$900 million of capital under management and invests in market-leading businesses where there are transformational opportunities to create value. Staple Street Capital helps companies capitalize on new opportunities to build stronger, more valuable businesses. Its portfolio includes Garden State Bulb and Delaware Valley Floral Group, giving the firm unique expertise and insight into the horticulture and floral industries. For more information see staplestreetcapital.com