



RIVIERA
RATED #1 OVERALL*
IN NTEP

**BERMUDAGRASS HAS A NEW REIGNING CHAMPION
 HANDS DOWN OVER ALL. FIVE YEARS RUNNING**



NTEP Trial Results 1997-2001

Riviera	(seeded)	6.5
Tifsport	(sod)	6.3
Princess	(seeded)	6.3
Tifgreen	(sod)	6.2
Shanghai	(sod)	5.9
Transcontinental	(seeded)	5.7
Mirage	(seeded)	5.0
NuMex-Sahara	(seeded)	4.9
Arizona Common	(seeded)	4.6
LSD Value		0.1

Riviera. The Number One Bermudagrass. Finally, one bermudagrass is your superior advantage over all. Highest quality-rated Riviera ranks **first overall for winter kill resistance, drought tolerance, color, spring greenup and percent of living ground cover in spring.** That's over all seeded and sodded bermudagrass competitors.

The results you've been waiting for are here. Now one choice has never been easier.



**Desert Sun Marketing
 Company Inc.**

P.O. Box 50817
 Phoenix, AZ 85076
 Phone: 480 940-4431
 Fax: 480 940-4507



Advantages:

First Overall* in NTEP Trials 1997-2001

- Superior Turf Quality
- Excellent Winter Hardiness
- Drought Tolerant
- Excellent Color
- Excellent Spring Greenup
- Excellent Wear Tolerance
- Improved Spring Dead Spot Resistance
- Fast Establishment From Seed
- Excellent Divot Recovery Rate

Varietal Development:

Riviera Seeded Bermudagrass, *Cynodon dactylon* (L.) Pers., was developed by Oklahoma State University Turfgrass Development Team, with financial support from the United States Golf Association. The Oklahoma State University Turfgrass Development Team is led by Drs. Charles Taliaferro, Dennis Martin and Jeff Anderson. Riviera is a synthetic variety derived from the intercrossing of three clonal parent plants selected on the basis of turf quality and transition zone adaptation.

Area of Adaptation:

Superior performance in the 1997-2001 NTEP trials indicates Riviera is well adapted to the transition zone as well as all regions where bermudagrass is currently grown.

Establishment:

Riviera should be planted in areas of full sunlight when soil temperatures reach a consistent 65°F (18°C) and are on the rise. Plant 2 to 3 pounds of Riviera seed per 1000 square feet (1 to 1.5 kg/100 square meters) in a well-prepared firm seedbed. Cover seed with no more than 1/4 inch (6 mm) of soil. Maintain adequate soil moisture around seed using frequent but light irrigation for optimum germination. Seedlings should emerge in 10 to 14 days. As seedlings develop, decrease frequency of irrigation but increase the amount of water applied. As turf matures, follow recommended turf watering guidelines for your growing region.

Maintenance:

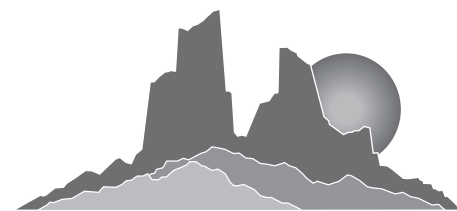
Riviera can be maintained at mowing heights from 0.5 inches (1.3 cm) to 2 inches (5 cm). Applying 3 to 5 pounds of nitrogen per 1000 square feet (1.5 to 2.5 kg/100 square meters) per growing season is adequate. Do not remove over 1/3 of the leaf blade per mowing for healthy turf. More frequent mowing at shorter heights will result in a finer, more dense turf.

NTEP Trial Results 1997-2001

RIVIERA (OKS 95-1)	6.5
TifSport (Tift 94)	6.4
Tifway	6.3
Patriot	6.3
Princess	6.3
Tifgreen	6.2
Midlawn	6.1
Shanghai	5.9
Transcontinental	5.7
Cardinal	5.5
Mini-Verde	5.4
Savannah	5.3
Southern Star	5.3
Blackjack	5.2
Majestic	5.2
Sydney	5.2
Mirage	5.0
Jackpot	4.9
NuMex-Sahara	4.9
Arizona Common	4.6

LSD Value 0.1

**Quality rating means are the average quality over all test locations over all years, and are excerpted from the Appendix Summary Statistics Table for the 1997-2001 NTEP Bermudagrass Trial, NTEP Final Report 02-7*



**Desert Sun Marketing
Company Inc.**

P.O. Box 50817
Phoenix, AZ 85076
Phone: 480 940-4431
Fax: 480 940-4507