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SePRO Corporation

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Todd Bunnell,
Manager, Turf & Landscape Research

Steve Miller,
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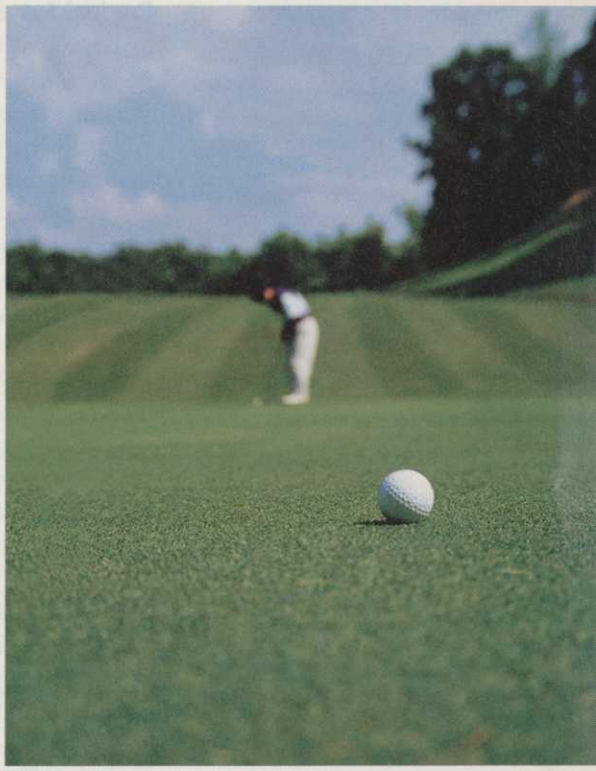
Product Focus:

SePRO Corporation is an industry leading, specialty agrichemical company headquartered in Carmel, IN. It provides plant protection and plant management products and services that fit specialized niche markets, such as aquatic vegetation management, ornamental and turf management, tree growth regulation, and humane Canada goose control.

Producing high-quality value-added specialty products is at the core of SePRO's approach. This goal requires utilizing only the most qualified manufacturing resources, only the finest chemical ingredients, such as pharmaceutical intermediaries, and only processes and techniques that assure the highest product purity at the best price. The same commitment to excellence applies to respecting the environment and continuously working to protect the safety and health of both workers and plants.

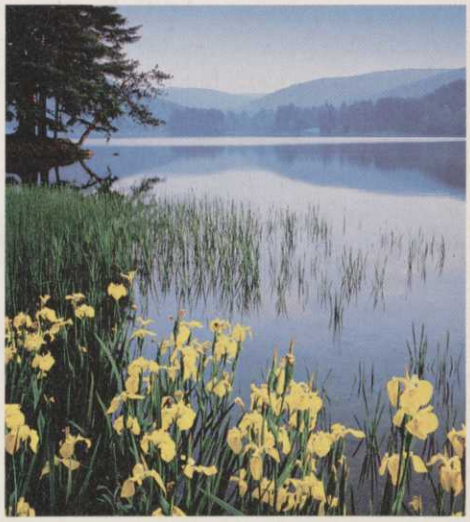
Technical Support, Sales, Training and Customer Service:

Many companies view customer service as the job of the sales force. At SePRO, customer service is everyone's job. Backing products with "no-hassle" technical assistance comes from treating customer inquiries on our 800 number as a top priority. It comes from returning calls at home on weekends and fielding thousands of homeowners' questions about weeds in their ponds and lakes. It comes from working—and when needed, researching—to answer even the most difficult inquiries as accurately and promptly as possible. And it comes from producing application guides, how-to videos, a comprehensive Web site, and a whole range of additional aids to give customers easy and complete access to expertise and information on proper usage of SePRO products.



Major Product Lines:

Some of the company's major products include Sonar* Aquatic Herbicide, Renovate® Aquatic Herbicide, A-Rest* Plant Growth Regulator, Cutless* Turf Growth Regulator, Junction* Fungicide/Bactericide, Talus® Insect Growth Regulator, and Profile* Tree Growth Regulator.



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Standard Golf Company

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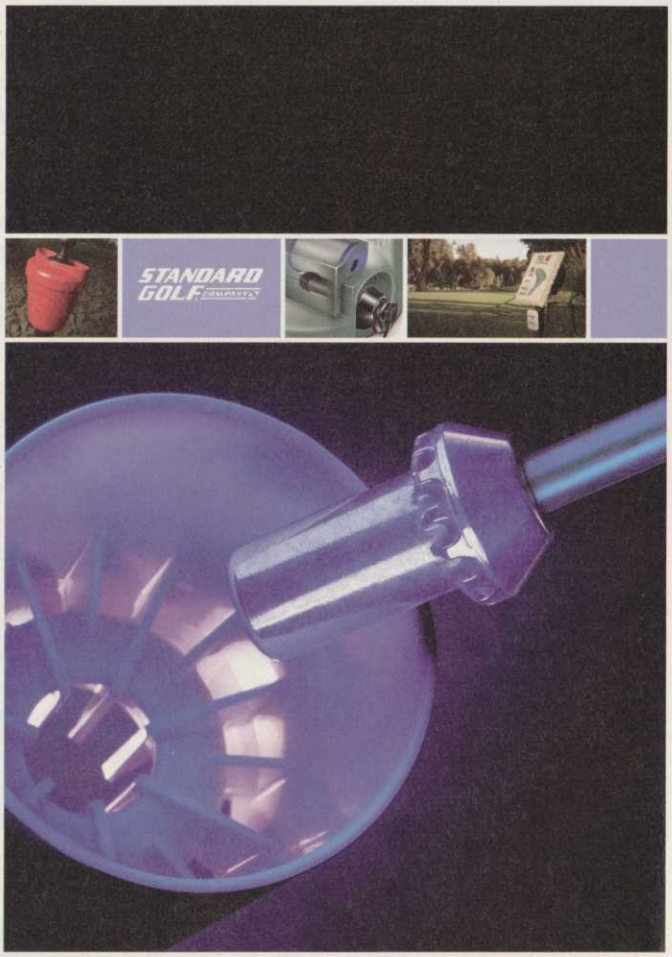
Peter E. Voorhees, President and CEO
Matt Hurley, Vice President and General Manager
John Kelly, Director of Marketing

Product Focus:
Standard Golf Company is the leading international manufacturer of golf course accessories and maintenance equipment tools. The company's extensive range of accessories, many of which can be customized, include flags and flagsticks, bunker rakes, ball washers, course information signs, cups, trash receptacles and yardage markers. Its line of maintenance tools features turf repair tools, roller squeegees, top dressing brushes, hole cutters and soil profile samplers.



Manufacturing Facilities:
Occupies 110,000-square-foot manufacturing facility in the Cedar Falls industrial park.

Technical Support, Sales, Training and Customer Service:
Markets its products through authorized distributors in all 50 states, and offers direct factory service through its SG-EXPRESS program by toll free access at 866-743-9773.

Major Product Lines:
Golf course and range accessories such as ball washers, flagsticks, cups, hole cutters, litter receptacles, directional signs, yardage markers and others, including turf tools for the landscape, lawn care and sports turf industries.

STANDARD GOLF® COMPANY

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Syngenta Professional Products

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syngenta

Product Focus:

As the leader in the turf and ornamentals market, Syngenta products are available in superior formulations, work in a timely, dependable fashion, and provide value along with access to best-in-class services and technical support. Intensive research and development allows Syngenta Professional Products to create formulations that enhance the active ingredient's performance to its full potential.

Syngenta brands, services and people help you produce the best results, in a timely manner—and within budget—season after season.

Manufacturing Facilities:

Product quality and integrity are job one in Syngenta owned and contracted manufacturing and formulation facilities. These technologically advanced facilities formulate, manufacture and package the highest quality herbicides, fungicides and insecticides available to T&O professionals.

Technical Support, Sales, Training and Customer Service:

Syngenta gives you access to the most knowledgeable field sales representatives and expert technical representatives who live and work in your region. These representatives are the face of Syngenta, and are your most trusted and experienced partner in designing, developing and implementing programs and solutions tailored specifically for your course.

Syngenta delivers more than just excellent and reliable products. We offer a solutions approach to agronomic programs and decisions. The innovative web-based service GreenCast® (www.greencastonline.com) brings customized and personalized pest, weather and product information directly to your desktop, helping you to plan and anticipate product usage.

Through the GreenPartners® (www.greenpartnersonline.com) reward program, you can accrue points for each Syngenta product purchase. These points can be redeemed for business tools for your course like computers, equipment, and educational seminars and conferences through GCSAA.

Major Product Lines:

Syngenta offers the most highly regarded products in the golf industry, including:

Heritage® fungicide – Only systemic strobilurin with up to 28 days of outstanding preventive control on 21 disease organisms on turf. Heritage is now available in a turf liquid formulation, Heritage TL®, for enhanced efficacy and flexibility.

Monument™ herbicide – Versatile and effective, outstanding post-emergence weed control of all major sedge species, along with many other troublesome weeds. Monument can also be used in dormant, non-overseeded turf for control of winter weeds, and as an overseed transition tool in the spring.

Daconil® fungicide – Premium contact fungicide in a leading-edge formulation with proven disease control for commercial turf markets.

Banner MAXX® – Premier dollar spot control with broad-spectrum and systemic disease control for turf and ornamentals.

Primo MAXX® turf growth regulator – Trusted growth regulator for clipping management and pre-stress conditioning of turf.

Barricade® herbicide – Flexible, long-lasting pre-emergence control of crabgrass, and more than 30 other weeds.

Subdue MAXX® fungicide – Industry standard for Pythium control.

Medallion® fungicide – Excellent protection against pink snow mold, gray snow mold, bentgrass dead spot, anthracnose, brown patch and other diseases on turf.

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Tee-2-Green Corporation

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In 1973, a new level of quality seed production began. Penn State, with the leadership of Dr. Joseph M. Duich, demanded that the Penncross Bentgrass Growers Association of Oregon assume production of Penncross creeping bentgrass. They were to produce only certified seed that would be marketed by variety name, with standards to ensure no objectionable weeds would be allowed in the product.

Today, the Penn bentgrass from Tee-2-Green is the finest available. In fact, most varieties must pass certification requirements that are much higher than those for other bentgrasses.

Producing bentgrass seed of this high caliber for greens, fairways and tees requires years of research and evaluation. Through careful breeding and seed production, Penn State has produced other new and successful bentgrass varieties that are sold by Tee-2-Green, including the Penn A and G varieties, PennLinks, Penneagle, salt and drought tolerant Seaside II and numerous Penn blends.

Through the more recent efforts of Penn State University, Pure Seed Testing and Dr. Duich, Penneagle II and PennLinks II varieties will be widely available for the golf market as of Spring 2005. These improved varieties provide better performance in disease resistance and are excellent on fairways as single varieties or blended with Seaside II for salt tolerance. Pennway will contain these new varieties as well.

Tee-2-Green is also celebrating the 50th anniversary of Penncross in 2005. Since its release in 1955 by Professor Burton Musser, Penncross has become the most widely used and successful bentgrass variety in the world. Tee-2-Green will commemorate this historic milestone by producing a 50th anniversary video for their Tee-2-Green Corporate CD that is being mailed to 15,000 industry professionals with *Golf and Environment, the Superintendent's Videomagazine*.

New research is currently being conducted to demonstrate that the Penn A and G bentgrass varieties, when properly maintained, crowd out Poa annua because they are more aggressive. In addition, because the Penn A and G bentgrasses are resistant to Velocity, an herbicide scheduled to be labeled in spring, this combination program makes weed-free fairways possible.

For more information, go to www.tee-2-green.com or visit Tee-2-Green in Booth 2531 at the Golf Industry Show in Orlando this February.

TEE·2·GREEN®

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The Toro Company

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Darren Redetzke, Director Marketing, Golf
Santosh Patel, Director Customer Care/Field Operations, Commercial
Rick Lohman, Director Corporate Accounts
Jim Heinze, Director Sales, Commercial
Steve Snow, Director Golf Renovations And Sales, Irrigation

Product Focus:

Toro has been a leader in the golf industry with innovative products and services for you. From the green to the rough to the bunker, we support agronomic excellence in all areas of the golf course. Revolutionary designs include greensmowers that cut as low as 1/16th of an inch, rotary mowers that stripe the rough, and the most productive and efficient walking aerator on the market. Irrigation and water management is more important than ever and we have the systems, controllers, sprinklers and valves to fit your needs. Toro Professional Services help you manage your course and your business. From financing to training, today we offer six services to enhance not only the performance of your Toro products, but also your bottom line. Delivering more of what you want, that's Toro.

Manufacturing Facilities:

Toro® irrigation products are manufactured in El Paso, TX, and Juarez, Mexico, while the computerized irrigation central control systems are configured at Toro NSN® in Abilene, TX. All Toro utility vehicles, sprayers and golf course mowing equipment are produced in Tomah, WI.

Technical Support, Sales, Training and Customer Service:

You can count on Toro and its international distributor network for support with sales and industry-leading professional services including technical support and training for equipment and irrigation maintenance. Toro NSN offers worldwide irrigation control system support 24-7 and technical training to subscribing superintendents. In addition, Toro offers technical training classes for golf course technicians at its training facility in Bloomington, MN.

Major Product Lines:

Toro offers a complete line of turf maintenance equipment including Reelmaster®, Greensmaster® and Groundsmaster® mowers, SitePro® and E-OSMAC® central irrigation control, MultiPro® sprayers, 800S Series sprinklers, gas and electric Workman® utility vehicles, ProCore® aerators, Sand Pro® bunker rakes and a full line of debris equipment. Key professional services include Toro Financing to acquire the right equipment when you need it and Toro Protection Plus, the extended service protection for New and PreOwned equipment, to buy with confidence and peace of mind.

TORO®

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Turf-Seed, Inc.

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Agostino Gaude, European Marketing Manager

Rick Elyea, Director of Golf Marketing

Duane Klundt, Western Marketing Manager

Vanessa Cox, Eastern Marketing Manager

Seed yield evaluation trials located at Pure Seed Testing West research farm in Hubbard, OR.

Turf-Seed, Inc. is a family-owned operation dedicated to the philosophy that every grass has its home. Affiliate company Pure Seed Testing collects seed around the world and then breeds for varieties to produce turf that is wear tolerant, drought tolerant, salt tolerant, disease tolerant, and in some varieties, herbicide tolerant, while still being the most beautiful turf available. These varieties are marketed as certified seed to ensure genetic purity by variety name with minimum crop or weed seed and high germination to make quick, luxuriant turf.

Turf-Seed works with the best growers to increase these varieties and has production in many states and countries.

Varieties now on the market with exceptional qualities include:

KENTUCKY BLUEGRASSES: Midnight, Midnight II, Midnight Star, Moonlight, Northstar, Brilliant and Unique. All of these varieties are different genetically and when used in blends, each makes a contribution toward the turf quality.

PERENNIAL RYEGRASSES: Brightstar SLT (salt tolerant), Citation Fore (gray leaf spot tolerant), Catalina II (salt tolerant), Brightstar II (low mowing tolerant), Silver Dollar (gray leaf spot tolerant), and Quicksilver (glyphosate tolerant).

TALL FESCUES: Endeavor, Tarheel, Wolfpack, Olympic Gold (all brown patch resistant), Matador GT (glyphosate tolerant), Tarheel II (improved turf performance and brown patch resistance), Apache III, and Silver Star.

Sunbird, a high quality seeded Bermuda grass, will become commercially available in Spring 2005. This improved variety has quick establishment with a very dense canopy of turf and is second only to Riviera and Princess II in Pure Seed Testing-East trials near Raleigh, NC.

Sea Spray, the industry's first seeded variety of seashore paspalum, will also be commercially available in Spring 2005. Extremely salt tolerant and adapted to a wide range of soil types, Sea Spray offers superior drought resistance and quick recuperative ability due to its dual root system of rhizomes and stolons. Sea Spray is ideal for golf course greens, fairways and tees, as well as all sports applications.

Turf-Seed, Inc. will display several new salt-tolerant varieties at Booth 2633 this year at the Golf Industry Show in Orlando. Varieties such as Catalina II and Brightstar SLT perennial ryegrasses will be showcased in a salt bath for everyone to inspect and have their questions answered.

Trials for Gray Leaf Spot resistance on perennial ryegrass depicting PST-2MAN's improved resistance. Varieties shown include Gator II, PST-2MAN, Manhattan 3 (middle row, left to right); and Promise (bottom row, middle plot).

TURF-SEED, INC.

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TURFCO
THE LEADER. SINCE 1961.

Product Focus:

Turfco Manufacturing is the No. 1 brand of top dressers for golf applications. In fact, Turfco developed the world's first top dresser in 1961 and continues to lead the industry in the development of innovative, patented new top dressing and material handling technologies, working hand-in-hand with superintendents.

Turfco products are renowned for their solid quality and durability in the field. This is backed by the company's exclusive three-year warranty on all top dressers, the longest in the industry. In addition to top dressers, Turfco manufactures a wide range of equipment for commercial turf maintenance and upkeep, including aerators, overseeders, dethatchers, sod cutters and more.

Manufacturing Facilities:

All Turfco golf course maintenance products are designed and manufactured at the company's Minneapolis, MN, headquarters.

Technical Support, Sales, Training and Customer Service:

Turfco's nationwide network of dealers provide customers with local sales and technical support. Turfco also offers toll-free customer service and technical support by calling 800-679-8201, or by fax at 763-785-0556.

Major Product Lines:

WideSpin™ 1530–Turfco's WideSpin™ 1530 broadcast top dresser is ideal for superintendents who implement a light, frequent top dressing program. The machine can spread a light top dressing up to 30 feet wide with a clean, uniform application with no dragging required. The WideSpin 1530 can also broadcast a heavy top dressing an unprecedented 15 feet in diameter.

CR-10–The Turfco CR-10 top dresser and material handler is ideal for moving large volumes of materials. With innovative material handling features including a patented three-position controller, the CR-10 is versatile enough to handle a variety of renovation projects, including trench filling, bunker renovation, and other daily course maintenance. When used as a top dresser, the proven CR-10's exclusive WideSpin technology makes it capable of broadcast widths of up to 40 feet.

Mete-R-Matic®–Turfco's patented Mete-R-Matic® chevron conveyor belt sits at the heart of the Mete-R-Matic line of top dressers, ensuring uniform, consistent top dressing, regardless of application rate. Models in the Mete-R-Matic line include:

- ▶ Mete-R-Matic—Walk-behind top dresser
- ▶ Mete-R-Matic III—Tow-type top dresser
- ▶ Mete-R-Matic XL—Extra-large tow-type top dresser
- ▶ Mete-R-Matic UTM-60—Universal truck-mounted top dresser

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Varicore Technologies

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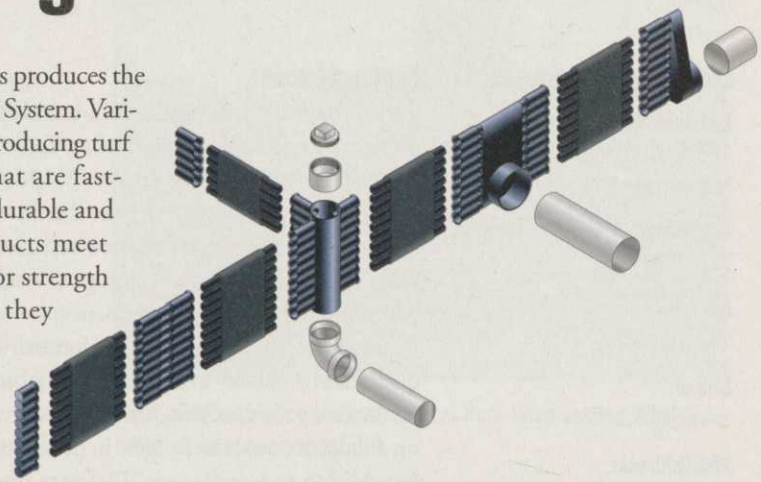
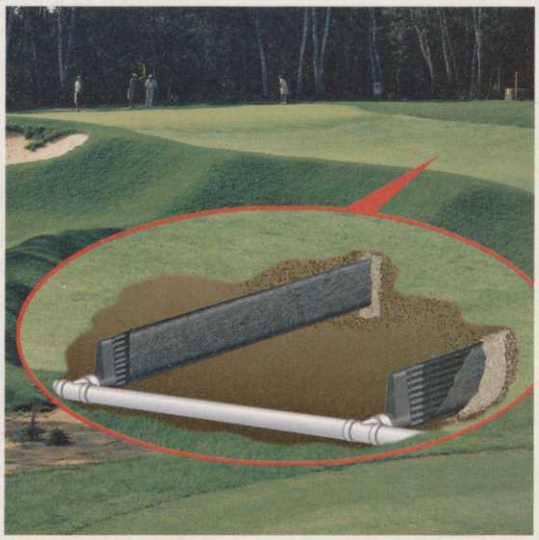


Varicore Technologies produces the Multi-Flow Drainage System. Varicore is dedicated to producing turf drainage systems that are fast-acting, convenient, durable and affordable. Its products meet exacting standards for strength and quality and they employ tested and fundamentally sound drainage principles. Varicore also provides valuable consultation and design services with each drainage system.



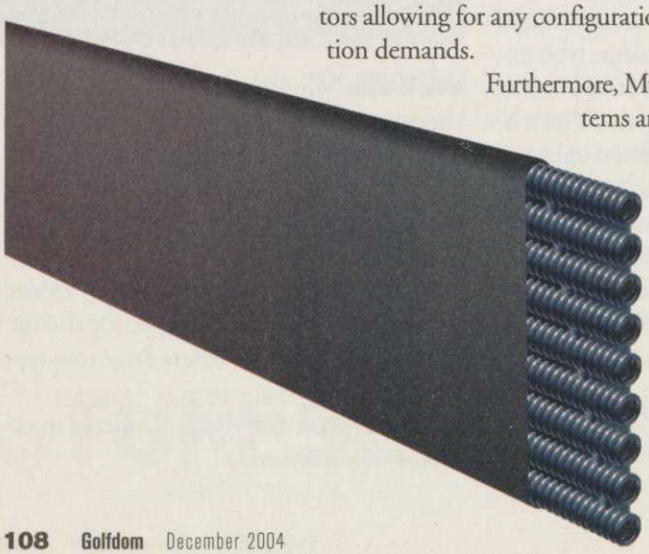
The Multi-Flow Drainage System

Today's superintendent faces unprecedented challenges to keep the course playable and attractive at all times. This requires technically sound drainage products and procedures. Multi-Flow is the solution. Multi-Flow's engineered properties allow it to collect and transport excess water quickly. This means less downtime and healthier turf.

Multi-Flow's design is not only technically sound but also convenient. Whether installed vertically in a narrow trench on a fairway or installed horizontally in a green, Multi-Flow's profile is attractive. Varicore also provides more than 50 connectors allowing for any configuration the situation demands.

Furthermore, Multi-Flow systems are strong and durable. When installed surrounded by coarse, clean sand, they avoid the blinding problem that leads to short life in French drain installations. Multi-Flow survives both heavy loads and silty or clay soils.

Multi-Flow is also an ally of the superintendent's budget! When compared with a standard French drain, a Multi-Flow system requires about half the cost. Imagine that–half the cost for a system that is faster acting, more convenient, and longer lasting.



MULTI-FLOW
drainage systems by Varicore

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West Coast Turf

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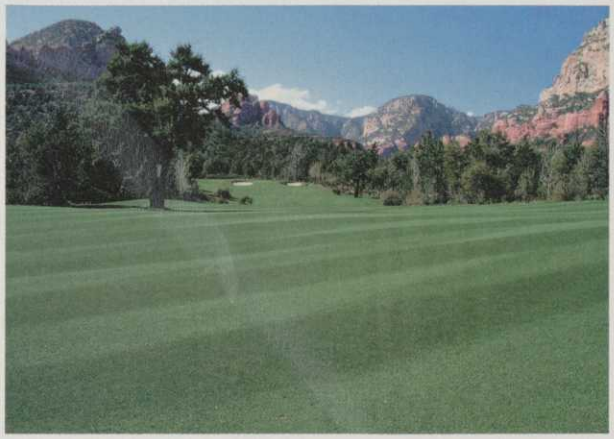
Product Focus:



West Coast Turf was founded with the aim of providing the best sod and service in the business. It offers more than 20 varieties of turfgrass, along with services such as custom grown sod, washed sod, world-wide shipping and expert installation.

Golf course architects, builders and superintendents for some of the world's most prestigious golf courses have relied on West Coast Turf for nothing short of perfection. Whether it is a fairway or a green, or an entire golf course, West Coast Turf has the most improved and newest varieties available to fit your needs. West Coast Turf uses only state-of-the-art overseeding techniques, sod washing processes, big roll installation, harvesting methods and stolon planting. West Coast Turf will custom-grow sod to customers' seed or sand specifications. Providing fast, expert installation, West Coast Turf's experienced crews, high-tech equipment and superior installation techniques have made West Coast Turf the selection for several World Series, Super Bowls and high-profile golf courses.

Manufacturing Facilities:

West Coast Turf has five production facilities in California, Nevada and Arizona to best suit customers' needs in delivering sod quickly and cost-effectively. International delivery is available.

Technical Support, Sales, Training and Customer Service:

West Coast Turf has a full staff of turf specialists who will visit on site to help determine the most suitable varieties sod for specific conditions and locations. The company is set up to minimize disruption to play through timely delivery and fast installation.

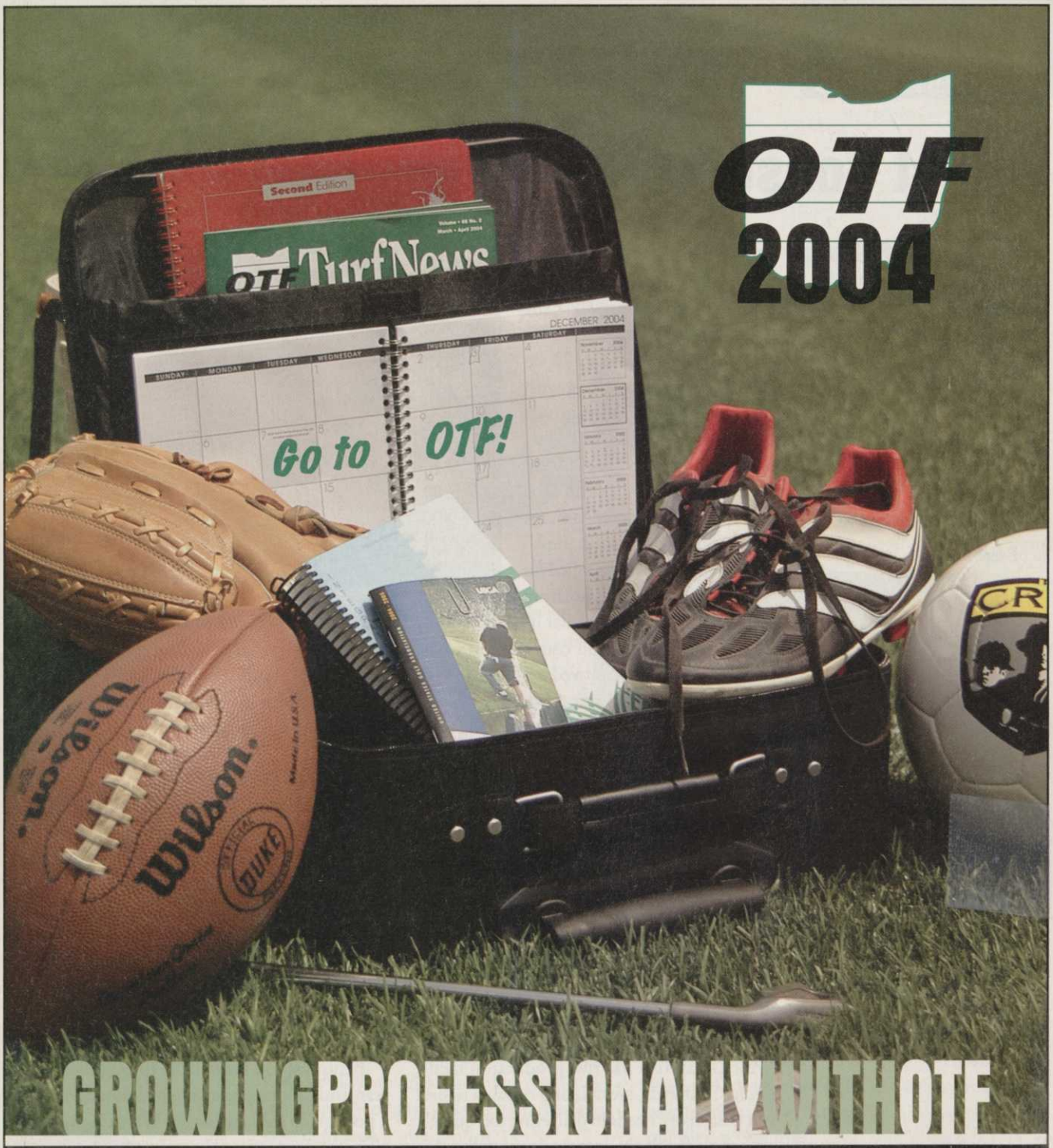
Major Product Lines:

West Coast Turf works regularly with top golf course architects, golf course builders, developers, the USGA Green Section, the PGA, soil scientists, and hundreds of leading golf course superintendents. No other sod producer has West Coast Turf's background in golf.

No matter where the course is located, West Coast Turf can help select the variety best adapted for the area, amount of play, microclimates and time of planting.

Bentgrass sod is available throughout the year, and unique packaging techniques make it possible to ship anywhere. West Coast Turf offers many varieties of bentgrass and will contract grow any variety on your specified sand. Other cool-season grasses include fescue, bluegrass, rye and 100% Chaparral rye.

Bermudagrass varieties include TifEagle, TifSport, Princess-77, Tifdwarf, Tifway, Tifway II, Tifgreen and Bull's-Eye. All are grown on sandy soils and are available overseeded for winter color. Other warm-season grasses available are improved zoysia, and Sea Isle 1 and 2000.



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