

Industry News

DEKOK WITH AGRIUM & CANADIAN SOCCER SIGNS WITH KWIK GOAL

Agrium Adds to NA Marketing Team

LOVELAND, CO. (NOV. 7, 2011). Agrium Advanced Technologies today announces the addition of Ron Dekok as North America Marketing Manager for the company's Turf & Ornamental Wholesale division.

In his new role, Dekok will have responsibility for each of the POLYON® and DURATION CR® Controlled-Release Fertilizer and PRECISE® Controlled-Release Protection product lines in North America. Based out of Agrium Advanced Technologies headquarters in Loveland, CO., Dekok will report to Jeff Novak, Vice President of Marketing for Agrium Advanced Technologies.

"Ron's product, customer, market and distribution expertise will be extremely valuable to help us accomplish our aggressive sales goals for the Turf & Ornamental Wholesale division," said Andrew Mittag, President, Agrium Advanced Technologies. Prior to joining the Turf & Ornamental Wholesale division, Ron served as Marketing Manager for Direct Solutions, the direct-to-market sales division of Agrium Advanced Technologies. Dekok had also worked as the Sales & Marketing Manager for the Canadian ProHort division prior to and following its acquisition by Agrium Advanced Technologies in 2008.

ABOUT AGRIUM ADVANCED TECHNOLOGIES

Agrium Advanced Technologies is the leading manufacturer and marketer of slow- and controlled-release fertilizers and micronutrients in the agriculture, professional turf and ornamental, consumer lawn and garden, and specialty agriculture markets. Agrium Advanced Technologies' brands include: ESN®, POLYON®, XCU®, NITROFORM®, NUTRALENE® and DURATION CR® slow- and controlled-release fertilizers, ULTRA YIELD® Micronutrients, AMP™ and PRECISE® controlled-release plant protection. Agrium Advanced Technologies is a strategic business unit of Agrium Inc. For more information or to contact us, please visit www.agriumat.com.

Four-Year Partnership For Kwik Goal

OTTAWA, ON (SEPT. 27, 2011). Kwik Goal, Ltd. and the Canadian Soccer Association are pleased to announce an agreement naming Kwik Goal as an Official Supplier to the Canadian Soccer Association. Under terms of the agreement, Kwik Goal will provide equipment exclusively to the Canadian National Teams in the soccer goal, soccer field and training equipment, and coaching accessory categories. The agreement runs through 2015.

"The Canadian Soccer Association is pleased to add Kwik Goal as a partner," said Peter Montopoli, General Secretary of the Canadian Soccer Association. "We are confident that with their support and innovative equipment, we can provide improved competitive and developmental environment to our teams and coaching staff."

"Kwik Goal is proud to call the Canadian Soccer Association a partner," said James J. Pepe, Director of Marketing for Kwik Goal. "The Canadian Soccer Association is looking to continue its tremendous strides in the development of players and coaches in Canada, and we look forward to helping them achieve their goals through our innovative line of equipment and accessories. As the game continues to grow in Canada, we look forward to being there every step of the way."

About the Canadian Soccer Association. The Canadian Soccer Association, in partnership with its membership and its partners, provides leadership in the pursuit of excellence in soccer, both at the national and international levels. The Canadian Soccer Association not only strives to lead Canada to victory, but also encourages Canadians to a life-long passion for soccer. For more details on the Canadian Soccer Association and its National Teams' schedules and results, please visit www.canadasoccer.com.

ABOUT KWIK GOAL

Kwik Goal was founded in 1981 and is celebrating its 30th year as a soccer goal manufacturer. A full line of soccer goals, training equipment and coach accessories can be viewed on www.kwikgoal.ca. Kwik Goal has worked closely with Toronto FC, Vancouver Whitecaps FC and Montreal Impact.

PRESS RELEASES

Once a year, advertisers who commit to space in all four issues of the Sports Turf Manager can submit a press release.