

Landscape

MANAGEMENT

CORPORATE
capabilities

American Cyanamid Company



PRODUCT FOCUS:

The Specialty Products Department of American Cyanamid Company's Agricultural Products Division researches and develops special-use chemical products, and markets them globally.

The department's herbicides, plant growth regulators and insecticides are used in forestry, professional turf management, consumer lawn and garden, industrial vegetation management, horticultural and greenhouse industries, professional pest control and public health markets.

American Cyanamid is committed to the development of products that are effective, convenient and respectful of the environment. Along with others in the turfgrass and golf course industries, the company believes it has a responsibility to protect the environment, to improve the aesthetics of America's communities and provide enhanced recreational opportunities for all. The company is committed to helping secure a superior habitat for people and wildlife through the manufacture and marketing of environmentally-sensitive products.

MANUFACTURING FACILITIES:

American Cyanamid has a number of manufacturing facilities worldwide. Many of the company's products are manufactured at a 2,000-acre complex in Hannibal, Missouri. In addition to

using state-of-the-art technology, this plant is a model for safety and environmental responsibility, emphasizing strong programs in recycling and reuse in all production areas to minimize waste.

The plant's integrated environmental systems provide management control levels that are designed to meet or exceed industry standards for air, water, solid and hazardous wastes. Pollution prevention and waste reduction efforts are an important part of ongoing programs in all production areas. Cyanamid manufacturing plants also participate in the Chemical Manufacturers Association's Responsible Care Program.

TECHNICAL SUPPORT / TRAINING:

The Specialty Products Department is fully supported by a dedicated staff of research, sales, marketing, technical, service, logistic telemarketing and support professionals. The sales force is among the best-trained in the industry. Cyanamid's Technical Service Group in Princeton, New Jersey, supports sales representatives in their effort to keep lawn care operators, golf course superintendents and custom applicators informed about the performance and environmental aspects of Cyanamid's products.

MAJOR PRODUCT LINES:

American Cyanamid produces and markets leadership products such as pendimethalin technical, the most widely used preemergent herbicide for turfgrass weed control in the United States; Pendulum herbicide, for preemergent control of annual grasses and many broadleaf weeds in turfgrass and for over-the-top control in more than 335 labeled ornamental plants, available in 60 WDG and 3.3 EC formulations; Image herbicide, available to professional applicators for postemergent use on hard-to-control weeds like nutsedge in warm-season turf; Cycocel plant growth regulator, used by greenhouse horticulturists, primarily on poinsettias, azaleas and geraniums; and Amdro fire ant insecticide, America's leading fire ant bait.

**American Cyanamid
Company**
Specialty Products
Department
One Campus Dr.
Parsippany, NJ 07054
(800) 545-9525

The Ariens Company

PRODUCT FOCUS:

Now in its 66th year of producing lawn, garden and snow removal equipment, The Ariens Company continues to grow with the times by introducing many new products and advanced technologies. Today the company is run by President Daniel Ariens, the great-grandson of Ariens founder, Henry Ariens.

MANUFACTURING FACILITIES:

Ariens premium-quality products have been built at its Brillion, WI, plant since the early 1930s; and as a manufacturer of premium walk-behind mowers, riding mowers, garden and utility tractors, tillers, and snow throwers, the Ariens name is well respected in the outdoor power equipment industry.

The respected Gravely line of commercial lawn and garden equipment is also in the Ariens' stable. Established in 1916 in North Carolina, Gravely became a wholly owned subsidiary of The Ariens Company in 1982, and has since moved its headquarters to Brillion, WI. In recent months, Gravely took on a new logo and motto—"We Keep You Cutting"—with the launch of its Gravely 260Z zero-turn mower. Gravely equipment is sold to independent dealers in the United States and over 36 countries worldwide.

Stens Corporation, Jasper, IN, is the newest addition to the Ariens Company family. Since the company's conception in 1969, it has built a solid reputation for providing premium aftermarket parts to the outdoor power equipment industry. In 1995 it was bought by the Ariens Company.

MAJOR PRODUCT LINES:

The Gravely Commercial Lawn & Garden line of products includes the: PM 250Z, 260Z and 270Z zero-turn mowers; the PM300, PM360, and PM460 Outfront Mowers; the Pro150, Pro200 and Pro300 Walk-Behind Mowers; the Professional 2-Wheel Mower; a compact loader; a Pro Vac; a Pro Aire core aerator and six chipper models.

TOGETHER AS ONE:

Ariens, Gravely and Stens are three of the leading brand names in the outdoor power equipment industry. Each brand builds on the strengths of the other two and together they form one solid, well-respected company, The Ariens Company. To learn more about the company or its brands, visit any of the three web sites at www.ariens.com, www.gravely.com or www.stens.com.



The Ariens Company

655 West Ryan St., Box 157
Brillion, WI 54110
(920) 756-2141

Fax number:

(920) 756-4472

Website:

www.ariens.com,
www.gravely.com,
www.stens.com

Staff:

Daniel T. Ariens, President
Michael Ariens, Chairman
Keith Nilson, Vice President-
Contract Manufacturing
Tom Vanden Hogan,
Vice President & CFO
H. Todd Swanson, Vice
President, Human Resources
Les Faber, Vice President
Supply Chain Management
Jeff Hebbard, Vice President
Manufacturing
Bela Csonka, Vice President
Engineering
Mike Thuecks, Vice President
Sales
Paul Chetcuti, Vice President
Business Development &
International Sales

Date Founded: 1933

Aquascape Designs, Inc.



TECHNICAL SUPPORT / TRAINING:

Aquascape customer service representatives are extensively trained in product function and ecosystem development. Our technical service group provides in-depth design, installation and technical support as a free service to all of our customers.

Our marketing efforts are comprehensive and targeted to the education of our customers in order to help them succeed and prosper with water features. We market to our customers with a 24-page, full-color catalog that is mailed six times a year. Throughout the year, we produce training, educational and marketing materials in order to provide a continual flow of current information to our customer base. Trade shows, educational seminars and hands-on construction sessions are conducted across the country to provide hands-on knowledge of our products and one-on-one contact with our customers.

We also provide a wide range of selling tools for our customers to market to their customers. Videos, brochures, presentations, templates, access to our image gallery and web site development provide a tremendous amount of marketing options and opportunities.

PRODUCTS:

Pond kits

PRODUCT FOCUS:

Founded in 1991 by Greg Wittstock, the company's president, Aquascape Designs Inc. is a wholesale manufacturer and distributor of the renowned Aquascape Designs Ecosystem and patented filtration pond products. We are the single leading manufacturer of complete, ready-to-assemble pond kits. Twenty products with a 20-step construction process combined with our patented filtration system are what differentiate Aquascape Designs from the competition.

MANUFACTURING FACILITIES:

Aquascape Designs is privately held and has doubled its revenue annually since its inception. The company is comprised of two divisions; the first encompasses the manufacturing, distribution, sales and marketing entity which primarily focuses on the nationwide sales and distribution of pond kits. Our customer base includes landscape contractors, landscape architects, garden centers and retailers.

Our new 36,000-sq.-ft. distribution center and office facility is located in Batavia, IL, just 35 miles west of Chicago. The Aquascape currently employs 51, but is rapidly growing

Aquascape Designs, Inc.

1119 Lyon Road
Batavia, IL 60174
(630) 326-1700

Fax number:
(630) 326-1800

E-mail address:
email@aquasapedesigns.
com

Website:
www.aquasapedesigns.com

Staff:

President/CEO:
Greg Wittstock

Vice President: Jack Luedtke

Date founded: 1991

Caterpillar, Inc.

PRODUCT FOCUS:

Caterpillar, Inc. is the world leader in the manufacture of construction and mining equipment, diesel and natural gas engines, and industrial gas turbines. Caterpillar sells its products in 200 countries worldwide through a network of 197 independently owned dealers, operating from more than 1,500 locations. Since its inception in 1925, Caterpillar has gained a reputation as a world leader in manufacturing and service.

MANUFACTURING FACILITIES:

Although Caterpillar has its world headquarters and a significant presence in North America, it is a truly global corporation. Manufacturing facilities are strategically located in 17 countries around the globe. Caterpillar machines and engines build roads, deliver products, power boats, extract minerals and generate electricity all around the world. North American manufacturing facilities are located in 15 states, Mexico and Canada.

TECHNICAL SUPPORT / TRAINING:

Caterpillar backs up its global manufacturing presence with a dedicated and highly skilled service and distribution system. The Caterpillar parts distribution network features 23 distribution centers in 11 countries and 13 distribution centers in the United States. Caterpillar dealers play an important role in providing customers with a wide



range of services, technical support and training before and after the sale. Caterpillar dealers typically stock between 40,000 and 50,000 line items and have made huge investments in parts inventories, warehouses, fleets of trucks, service bays, diagnostics and service equipment, sophisticated information technology and highly trained people.

MAJOR PRODUCT LINES:

Caterpillar offers a complete line of equipment to contractors and industrial clients across the nation and the world. With its recent introduction of light construction equipment, Caterpillar also has begun to build a reputation among smaller contractors, many of whom are engaged in landscape projects, nurseries, turf management and groundskeeping. Caterpillar's new line of light construction equipment includes skid steers, mini-excavators, compact wheel loaders and tele-handlers. Caterpillar also manufactures a variety of work tool attachments including augers, trenchers, brooms, compactors, landscape rakes and buckets for practically every need.



Dennis Full Flow
15288 Old Spring Rd.
East Dundee, IL 60018
Phone: 847/412-1150
Fax: 847/412-1151
E-Mail: dennis@fullflow.com

Caterpillar Inc.
For more information, contact your nearest Caterpillar dealer. For a list of Caterpillar dealers visit Web site www.cat.com.

Daniels Pull Plow



PRODUCT FOCUS:

The Daniels Pull Plow easily attaches to the back of any 4-wheel-drive vehicle equipped with a 2-in. receiver-type hitch. The Daniels Pull Plow mounts without creating any obstructions to your vehicle, and provides 2,000 lbs of downward pressure, allowing you to remove snow down to the pavement. The Daniels Wing Plow easily attaches to your skid steer or wheel loader. It comes in six sizes to accommodate skid steers in the operating weight range of 6,000 lbs and wheel loaders in the 15,000 to 45,000 lb weight class. The Daniels Wing Plows ability to hydro-turn 35 degrees in either direction allows you to wind row snow at 7 to 10 mph.

MANUFACTURING FACILITIES:

The entire Daniels plow line is manufactured at our facilities in Aylmer, Canada.

TECHNICAL SUPPORT / TRAINING:

Over 20 years of plowing experience by owner/creator Greg Daniels has shown the need and demand for the Daniels line in the industry for plowing large lots with the Wing Plow and residential drives with the Pull Plow. Engineered and designed by a snowplower for snowplowers.

MAJOR PRODUCT LINE:

Daniels Pull Plow—72 in., 80 in., 90 in. and 96 in.
Daniels Wing Plows—6 sizes, from 12 ft. to 24 ft.

Daniels Pull Plow

15N365 Old Sutton Rd.
East Dundee, IL 60018
Phone: 847/426-1150
Fax : 847/426-1171

E-Mail Address:
sales@danielsenterprise.com
Website: www.danielsenterprise.com

Date Founded: 1985

DTN Weather Center

PRODUCT FOCUS:

DTN Weather Center Turf Manager is a satellite delivered weather information service that provides forecasts, high resolution radar and satellite images to businesses who rely on current weather information. Radar and satellite maps are updated every 15 minutes, and current weather conditions are updated hourly. Turf Manager also delivers vital news, weather and chemical information, including MSDS's and chemical product labels, to the turf industry. Thor Guard lightning prediction is now available with Turf Manager. Turf Manager is delivered via a small satellite dish—no phone lines or "access charges," all equipment provided, no computer required.

DESCRIPTION OF FACILITIES:

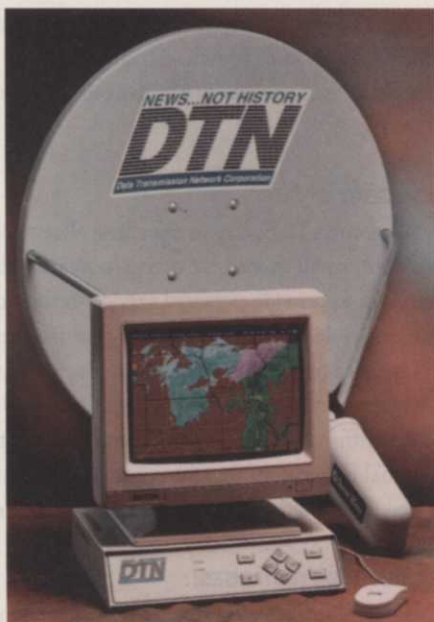
Data Transmission Network Corporation (DTN), an electronic information and communications services company, headquartered in Omaha, NE, is a leader in the delivery of time-sensitive information. DTN is committed to providing comprehensive, timely and affordably priced information to our customers.

TECHNICAL SUPPORT, SALES, TRAINING AND/OR CUSTOMER SERVICE:

DTN Weather Center currently has more than 55 district sales representatives across the United States, as well as an in-house telesales group. It's not a computer: DTN Turf Manager is a "stand alone" system with all equipment (hardware and software) provided. The satellite delivery technology of DTN Turf Manager allows unlimited use of the most current weather data available, 24 hours a day, seven days a week, for one low monthly fee.

MAJOR PRODUCT LINES:

DTN Weather Center provides satellite weather products specially designed for the construction, forestry, marine, transportation, travel, turf/golf, safety and broadcast industries. Each product contains the weather information these businesses rely on in making their day-to-day decisions, along with industry-specific segments to enable them to operate in a more cost-effective, safe, efficient manner.



DTN Weather Center Turf Manager

9110 W. Dodge Road,
Ste. 200
Omaha, NE 68114
(800) 610-0777

Fax number:
(402) 255-8180

Website:
www.dtnweather.com

Staff:
Todd Meyer, Product Sales
Director, DTN Turf Manager

Date Founded: 1984

U.S. Lawns

U.S. Lawns is America's fastest growing landscape maintenance franchise company and a wholly owned subsidiary of Environmental Industries, Inc.

CONCEPT:

Owning a U. S. Lawns franchise allows independent, small to midsize owner/operators the freedom to provide personal service to their customers while maintaining the professionalism and efficiencies of a large corporation. Backed by the extensive resources of its parent company, U. S. Lawns offers guidance, training and support to its national network of franchisees to help them advance the growth and operation of their business.

BENEFITS & PRIVILEGES:

Franchise ownership includes on-site training for new business start-up, horticultural, agronomic and sales training; corporate-sponsored purchasing support; ongoing sales, operations and administrative support; exclusive lead generation and sales appointments by in-house telemarketing department; exclusive customer service program; proprietary estimating system; complete operations manual and foreman's manual; marketing materials; Pentium computer with customized software package; protected territory; declining royalty structure; and low franchise/royalty fees.

PHILOSOPHY:

The U.S. Lawns business model is based on customer intimacy which is both an operational strategy and a philosophy. The USL franchise program is designed for individuals who are customer-oriented and desire the freedom to provide personal service while maintaining the professionalism of a large corporation.

MARKET LOCATIONS:

Nationwide

AREAS OF EXPERTISE:

U. S. Lawns provides the collective expertise

and resources to service all aspects of exterior landscape maintenance.

PROJECT EXAMPLES :

Commercial and industrial centers, shopping malls, retail facilities, multi-family residential communities, home owner associations, theme parks, civic centers, public buildings, streetscapes, public parks and schools.

USL WHO'S WHO:



Thomas L. Oyler

Thomas L. Oyler,
President
Paul D. Jacob, Vice President, Company Stores
Todd Moerchen, Vice President, Operations
Kenneth L. Hutcheson, Director of Franchise Development
Barry C. Troutman, Ph D., Director of Agronomic & Technical Services

U.S. Lawns

Corporate Office:

U.S. Lawns

4777 Old Winter Garden Road

Orlando, Florida 32811

407/522-1630

Fax number:

407/522-1669

Website:

www.uslawns.com

Founded:

1986 by Thomas L. Oyler

Excel Industries, Inc.



PRODUCT FOCUS:

Excel Hustler manufactures a complete line of commercial rotary mowing equipment. Cutting widths range from 40i to over 12i. All models, whether walk-behind or rider, whether rear steer or zero turn, feature unsurpassed durability, productivity, and ease of operation. Multi-season attachments keep them productive all year long.

FACILITIES:

Excel Industries, Inc. manufactures Hustler Turf Equipment from a 110,000 sq ft, modern facility in Hesston, Kansas. An additional 35,000 sq ft houses a parts and shipping warehouse, also at the Hesston site.

TECHNICAL SUPPORT / TRAINING:

Excel Hustler has a technical support staff on call during CST business hours. In addition, sales and service training schools are conducted during the winter months at both onsite and regional locations.

PRODUCT LINES:

Hustler turf equipment includes: the ShortCut-ultra compact zero-turn rider that can be operated while sitting or standing, Range Wing-wide-area, mowers, Hog rough-cut ShortCut, and the StumpCutR attachment.

Excel Industries, Inc.
dba Hustler Turf
Equipment

P.O. Box 7000
Hesston, Kansas 67962
Toll-free: 1-800-395-4757

Fax number:
1-316-327-3123

E-mail address:
kraney@excelhustler.com

Website:
www.excelhustler.com

Staff:
Paul Mullet, President
Bob Mullet, CFO
Dave Welfelt, Director of
Sales and Marketing
Brian Nobel, Director of
Engineering

Date founded: 1960

Ferris Industries

PRODUCT FOCUS:

Today, most people recognize Ferris Industries as the inventor of IS™—the first independent suspension system for the riding mower. This revolutionary technology minimizes operator aches and pains and allows the operator to go faster for increased productivity. IS™ is available exclusively on the Ferris ProCut™ Z. The ProCut™ Z also features the lowest center of gravity in its class, and a dual-point pivoting front axle (patent pending).

Dave Ferris, Chairman of Ferris Industries credits his company's success to a singular focus on commercial mowers. "We don't try to be all things to all people. From research and development to manufacturing, everyone in this company is focused on making the toughest mowers out there." In addition to the ProCut™ Z, Ferris manufactures a full line of hydrostatic and belt-driven walk-behind models, and three-wheel riders.

COMPANY GROWTH:

In 1998, Ferris Industries moved into a new, state-of-the-art 85,000 sq. ft. facility. The move effectively tripled the company's production capacity. Since that move, Ferris has increased its work force by over 40% in response to increased demand for Ferris mowers featuring IS™ independent suspension.

PRODUCT SUPPORT:

All Ferris mowers carry a 2-year, front-to-rear parts and labor warranty excluding only blades, belts, and tires. In addition, Ferris offers a 3-year warranty on the Eaton hydraulics on their walk-behind units. Ferris also offers a 24-hour parts turnaround in the event that a part isn't immediately available at a servicing Ferris dealer.



Ferris Industries

5375 North Main Street
Munnsville, New York, 13409
(800) 933-6175

Fax number:

(315) 495-0101

E-mail address:

mboice@ferrisindustries.com

Website:

www.ferrisindustries.com
www.independentsuspension.com

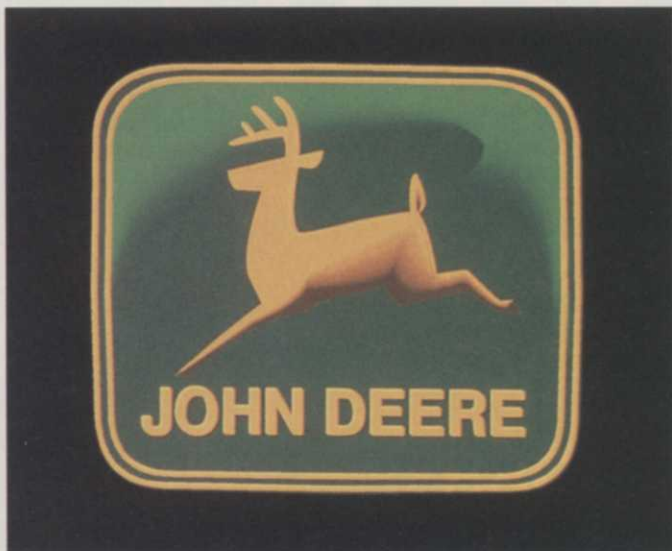
Staff

James F. Poole, Jr., President
David A. Ferris, Chairman of the Board

William L. Shea, Vice President of Sales and Marketing

Rod Roberts, Product Service Manager

Date Founded: 1909



John Deere Worldwide Commercial & Consumer Equipment

PRODUCT FOCUS:

The John Deere Worldwide Commercial & Consumer Equipment Division manufactures and distributes a full line of lawn care products for residential, commercial and golf and turf applications. The John Deere Company is noted for more than 160 years of innovation, the highest quality products and product and operator safety initiatives.

MANUFACTURING FACILITIES:

The John Deere Worldwide Commercial & Consumer Equipment Division is comprised of four major product groups — Consumer Products Group, Commercial Worksite Products Group, Lawn & Garden Products Group and the Commercial Grounds Care Products Group. Manufacturing facilities are located in Georgia, North Carolina, South Carolina, Tennessee, Virginia and Wisconsin.

TECHNICAL SUPPORT / TRAINING:

Deere places a high emphasis on its customers and provides a number of options for customers to contact the company. To locate a dealer, customers can use John Deere's dealer locator online at www.deere.com. Customers can also locate dealers by calling John Deere at (888) MOW-PROS. For more information on John Deere products, customers can call the Customer Communication Center at (800) 537-8233. Additionally, John Deere provides its dealers with the advanced technical training and support as well as sales tools and techniques.

MAJOR PRODUCT LINES:

John Deere offers a full line of equipment for homeowners, commercial groundskeepers, and golf and turf property managers. Equipment includes, but is not limited to, commercial and greens mowers, utility tractors, skid steers, front mowers, zero-turning-radius mowers, residential lawn and lawn & garden tractors, residential and commercial walk-behind mowers, and hand-held equipment.

John Deere Worldwide Commercial & Consumer Equipment Division

4401 Bland Road
Raleigh, NC 27609
(414) 354-2310

Fax number:

(919) 850-0123 (div. head-
quarters)
(800) 537-8233 (customer
communications center)

Website:

www.Deere.com

Date Founded:

Deere & Co. - 1837
Worldwide Commercial &
Consumer Equipment Division
- 1962

Staff:

Fred Korndorf, President
Mark Rostvold, Senior Vice
President

Kawasaki Motors Corp.



PRODUCT FOCUS:

Kawasaki's Engine Division markets 2- and 4-cycle, air- and liquid-cooled engines ranging from 3 to 23 hp used primarily in turf equipment and light industrial applications. Kawasaki's engines are one of the top choices among original equipment manufacturers when powering their equipment. A recently added line of Professional Power Products include string trimmers, hedge trimmers, backpack blowers, generators, and water/trash/semi-trash pumps. These products are noted, by lawn care professionals and discriminating homeowners for their low noise level, low vibration and lightweight power.

MANUFACTURING FACILITIES:

The Engine Division of Kawasaki Motors Corp., U.S.A., receives products from Kawasaki Motors Manufacturing in Maryville, MO, and Kawasaki Heavy Industries in Akashi, Japan.

TECHNICAL SUPPORT / TRAINING:

Kawasaki's customers place a high priority on technical support and service when they buy equipment. Kawasaki products have an excellent reputation for quality, and they are backed with excellent technical support. To locate a dealer, call 1-877-KAWPOWR or visit our web site at www.kawpowr.com. Advanced training and technical support are also available to OEMs and dealers.

MAJOR PRODUCT LINES:

Kawasaki Motors Corp., U.S.A.—Engine Division product lines include 2- and 4-cycle engines, professional power products and accessories.

Kawasaki Motors Corp., U.S.A.—Engine Division

5080 36th St. SE
Grand Rapids, MI 49512
(616) 954-3027

Fax number:
(616) 954-3031

E-mail address:
megan.roelofs@kmc-usa.com

Website:
www.kawpowr.com

Staff:
Kent Murakami, General Manager

Karen Howard, Sales Manager, Distributor Channel

Randy Lockyear, Sales Manager, Turf Engines

Tim Malinowski, Sales Manager, Turf Engines

John Messing, Sales Manager, Industrial Engines

Founded: Engine Division—1978

Melroe Company



Melroe Company website at www.bobcat.com or find your nearest Bobcat dealership by using the website dealer locator.

MAJOR PRODUCT LINES:

The original Bobcat skid-steer loader got its roots in the agriculture market in the late 1950s, but today Melroe produces compact equipment for a wide range of markets including the landscaping, grounds maintenance, construction, industrial, government, and rental markets.

The Bobcat skid-steer loader is known the world over for its versatility, maneuverability and reliability. Ten models with rated operating capacities ranging from 600 lbs. to 3,000 lbs. offer multiple choices in wheelbase and

PRODUCT FOCUS:

Melroe Company manufactures Bobcat® skid-steer loaders, compact excavators and a broad range of job-matched attachments. Melroe Company pioneered the skid-steer loader concept more than 40 years ago and maintains its industry leadership today with a broad product line, innovative designs, operator training and safety programs and a focused dealer network. Melroe Company was founded in North Dakota in 1947, became a division of Clark Equipment Company in 1969, and in 1995 became a business unit of Ingersoll-Rand Company of Woodcliff Lake, NJ.

TECHNICAL SUPPORT/TRAINING:

Bobcat compact equipment is sold in 75 countries through some 900 full-service Bobcat dealerships, and this homegrown North Dakota company prides itself on providing unmatched dealer support. The Bobcat brand's rugged reliability, ease of operation, comfort, safety, dealer support, parts availability, service backup, choice of attachments and high resale add up to total value that can't be matched. For more information, visit the

lift path configurations so customers can match the best machine to their application.

Melroe Company is the only manufacturer of compact excavators in North America today. Eight models in the Bobcat excavator line range from the model 322 model with a maximum digging depth of 7 ft., 2 in., to the model 341 with a maximum digging depth of 13 ft., 4 in.

Attachments are what earned the skid-steer loader its "versatile" reputation. Dozens of job-matched Bobcat attachments give customers in hundreds of applications a vast range of choices. As quick as a snap, the operator can replace a bucket with pallet forks, a landscape rake, a rotary cutter, a stump grinder, a power rake, an auger, a sod layer, a tiller and more.

For more information on Bobcat equipment for the landscape industry, visit the Melroe Company website at www.bobcat.com/markets.

Melroe Company

P.O. Box 6019
Fargo, ND 58108-6019
(701) 241-8700

International Locations

Brussels, Belgium
Miami, Florida
Singapore
Yokohama, Japan

Fax number:
(701) 241-8704

E-mail address:
infocenter@bobcat.com

Website:
www.bobcat.com

Lesco, Inc.

Since its founding as Lakeshore Equipment and Supply Company in 1962, LESCO, Inc. has remained focused on building relationships with its customers. Now LESCO is the nation's leading manufacturer and supplier of landscape, pest control and golf course products and serves more than 100,000 customers internationally. By combining the largest product line available anywhere with convenience, service and technical expertise, LESCO delivers value to each and every customer.

Through the years, LESCO has developed a well-deserved reputation as a company that is quick to recognize emerging trends and determine innovative ways of meeting the needs of its customers. It was a pioneer in sulfur-coated fertilizer technology, as well as marketing to major lawn service companies when that industry was in its infancy.

Today, the company continues to serve the lawn service and landscape management markets as well as the pest control industry through direct sales and a network of 234 LESCO Service Centers in 38 states. Conveniently located and staffed by technically knowledgeable associates, these service centers stock a broad product assortment.

The majority of the LESCO Service Centers offer drive-through convenience. In many instances, lawn and landscape managers simply pick up product on an as-needed basis and thereby eliminate the need to order and inventory large shipments. For these customers, the service center functions not only as a supplier, but also as a warehouse. Many of the service center facilities also provide on-site equipment service and repair work.

To serve the golf course maintenance market, LESCO operates 71 of the now legendary Stores-on-Wheels. Operated by turf professionals, these tractor-trailers call on golf courses throughout the United States. By arriving at the superintendents door with an assortment of popular, frequently used products, LESCO brings new meaning to the term customer service.



PRODUCTS:

Fertilizers for turfgrasses as well as trees and ornamentals; a huge selection of herbicides, insecticides and fungicides; turfgrass seed; golf course accessories; aftermarket parts; safety gear; protective clothing; spring-flowering bulbs; tools and a full line of pest control products are just a sampling of what is available. Also featured at each service center is the full line of LESCO Commercialplus™ equipment. In addition to the new Viper™ zero-turn mower, the line includes additional riding units, walk-behinds, spreaders, sprayers, aerators, snow and leaf blowers, hand-held power equipment and more.

COMPANY FACILITIES:

LESCO is a vertically integrated corporation headquartered in the Cleveland suburb of Rocky River, OH. The company owns and operates four regional fertilizer production facilities located in Hatfield, MA; Sebring, FL; Stockton, CA; and Martins Ferry, OH. Turfgrass seed from the more than 35,000 acres LESCO contracts for annually is blended and mixed at Silverton, OR and Avon Lake, OH. The company's state-of-the-art facility located in Streetsboro, OH manufactures the LESCO Commercialplus equipment line.

Truly in a class by itself, LESCO has long been a driving force in serving the professional turf maintenance and pest control industries.

LESCO, Inc.

20005 Lake Road
Rocky River, OH 44116-1545
(440) 333-9250
(800) 321-5325

Fax number:

(440) 356-4397

Staff:

Dana Wilson, Vice President
Service Center Sales

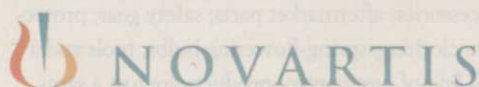
Phil Gardner, Vice President
Golf and International Sales

Bill Hubbell, Director Service
Center Sales

Steve Vincent, Director Golf
Sales

John Butenko, Director
Northeast Golf Sales

Novartis Crop Protection, Inc.



Novartis has made the commitment to become the worldwide leader in providing innovative products and services, and developing superior technology to protect the production and care of turfgrass and ornamental plants.

Novartis Crop Protection, Inc.

410 Swing Road
P.O. Box 18300
Greensboro, NC 27419-8300
(336) 632-2376

Fax number:
(336) 632-6278

Staff:

Heiri Gugger, President/CEO
Randy Williams, Vice
President of Specialty
Products Business Unit
Gene Hintze, Director, Turf
and Ornamental Product
Michael Joyce, Director,
Marketing Services
Joe Yoder, Director, Research
and Development

MANUFACTURING FACILITIES:

Novartis' U.S. Crop Protection, Inc. headquarters is located in Greensboro, NC. Its headquarters houses approximately 1500 employees including the Turf and Ornamental Products Group, as well as the Crop Protection, Inc. Agricultural Division.

TECHNICAL SUPPORT / TRAINING:

Novartis is committed to discovering and marketing a broad range of leading-edge products for the Turf and Ornamental industry. With that in mind, Novartis has six highly dedicated Turf and Ornamental field scientists who are setting the pace by researching products that are both highly effective and environmentally compatible. To reach their goal of listening to the needs of their

customers, Novartis Turf and Ornamental Products has a field sales force which includes 19 dedicated turf product sales representatives and three ornamental product sales representatives. In addition, Novartis also offers an on-site customer service staff to provide information and literature on Novartis Turf and Ornamental products and services. For more information, please call 1-800-395-TURF.

MAJOR PRODUCT LINES:

Turf Product Line:

Primo®: Plant Growth Regulator; Barricade® Preemergence Herbicide: *Poa annua*, Crabgrass, Goosegrass and 28 other weeds; Banner® MAXX® Fungicide: dollar spot, summer patch; Subdue® MAXX® new formulation Fungicide: Pythium and Phytophthora; Sentinel® Fungicide: brown patch, dollar spot; and Award® Insect Growth Regulator: fire ants.

Ornamentals Product Line:

Subdue® MAXX® new formulation Fungicide (features zero hour reentry interval): Pythium and Phytophthora; Medallion™ new Contact Fungicide: Rhizoctonia, Botrytis and Alternaria; Factor® Herbicide: problem grass and annual broadleaf weed control all season; Avid® Insecticide: spider mites and leafminers; Banner® MAXX® Fungicide: Broad spectrum tree and shrub disease control including powdery mildew, rusts, leafspot, blights, scab and anthracnose; Precision® Insect Growth Regulator: whiteflies, soft scales, fungus gnats and shore flies; Citation® Insect Growth Regulator: dipterous leafminer larvae developing in the foliage of chrysanthemus.

PBI/Gordon Corporation

PBI/Gordon is internationally known as the developer and marketer of Trimec Broadleaf Broadleaf Herbicides in more than a dozen formulations. Tailored uses include bentgrass, southern grasses, high volume option, esters, added crabgrass/nutsedge control, 2, 4-D free, dry concentrate packets, and low odor. Embark plant growth regulators are sold worldwide. Our 'soft chemical' experience and success with Ferromec Liquid Iron and Bov-A-Mura

Liquid Organic Fertilizer led to a major biostimulant development effort, resulting in two new product, Focus and Launch.



COMPANY FACILITIES:

PBI/Gordon operates two plants: an extensive operation devoted primarily to phenoxy herbicide production in Kansas City, KS; and a multifaceted complex at Crestline, in southeast Kansas, equipped to produce and package a wide variety of liquid, granular and powdered products in a host of different containers such as plastic or glass jugs and bottles, as well as aerosols, shaker-tops, pouches, tubes, boxes, sacks, bags, etc.

TECHNICAL SUPPORT SERVICES:

Territory managers typically cover from three to five states and are given three to five days of training on new products or new product areas (post-emergent grass weed control, aquatic herbicides, biostimulants). In turn, they take the message and meeting aids to their territories. Hundreds of 800-line phone inquiries regarding products, labeling and application details are fielded by three Customer Service tech reps, assisted by Research and Development staffers when needed.

PRODUCT LINES:

Professional turf & ornamental products (golf course, lawn care and landscape contractors), Acme lawn & garden products (consumer), Gordon's agricultural chemicals (crops and pastures), Gordon's farm line (sprays for horses, livestock, buildings, brush, ponds, etc.)

PBI/Gordon Corporation

P.O. Box 014090
Kansas City, MO 64101-0090
(816) 421-4070
Customer Service: 800/821-7925

Fax number:
(816) 474-0462

E-mail address:
hdickey@pbigordon.com

Website:
www.pbigordon.com

Staff:
Chairman of the board:
W. Everett Mealman

President/CEO:
Richard E. Martin

Senior Vice-President:
Richard D. Benjamin

Vice-President Marketing:
William R. Brockner

Vice-President-T&Q/Ag Sales:
Al Mullican

Vice-President-Research & Development:
Dr. James A. Armbruster

Vice-President-Finance:
Donald A. Chew

Vice-President-Consumer Sales:
Donald F. Wilson

Vice-President-Commercial Sales:
Thomas E. Hoffman

Date Founded: 1947

Riverdale Chemical Company

Riverdale

PRODUCT FOCUS:

Riverdale produces primarily post emergent broadleaf herbicides. The most recent focus is on the new compounds; Millennium, Ultra, Cool Power and Horsepower, each containing revolutionary Dow components. Riverdale also supplies glyphosate for bareground and aquatic applications.

MANUFACTURING FACILITIES:

Riverdale's home office is in Glenwood, IL. All products are manufactured, formulated, packaged and shipped from Chicago Heights, IL.

TECHNICAL SUPPORT / TRAINING:

Riverdale supplies label books, labels on CD-ROM and product information bulletins. Sales representatives provide product stewardship and training to distributors and end users.

MAJOR PRODUCT LINES:

Post emergent broadleaf herbicides: Millennium, Ultra, Cool Power, Horsepower, Solution, Triplet, Credit brand glyphosate and Aquaneat brand glyphosate for aquatic applications. Millennium Ultra Weed & Feed has recently been introduced providing outstanding broadleaf weed control from a granular application.

Riverdale Chemical Company

425 W. 194th St.
Glenwood, IL 60425
(800) 345-3330

Fax number:
(708) 754-0314

Website:
www.Riverdalecc.com

Staff:

Jim Champion, President
Marvin Moore, VP Sales &
Marketing
Curtis Clark, Marketing
Manager

Date Founded: 1941

Turf-Seed, Incorporated



Turf-Seed, Inc.

P.O. Box 250
Hubbard, OR 97032
(800) 247-6910
(503) 651-2130

Fax number:
(503) 651-2351

E-mail address:
info@turfseed.com

Website:
www.turf-seed.com

Staff:

Bill L. Rose, president
Gordon Zielinski,
executive vice president

Darcy Loscutt,
general manager

Tom Stanley,
marketing director

Duane Klundt,
customer service

Vanessa Jensen,
southeast marketing

Rick Elyea,
golf course consulting

John Rector, national sales
representative

Date founded: 1970

PRODUCT FOCUS:

Turf-Seed, Inc. was founded in 1970 by Mr. Bill Rose, president, to market only premium quality turfgrass cultivars and blends, foragegrass cultivars and mixtures, plus wildflower mixtures through an established distributor network. Golf courses, sod production farms, athletic field managers, parks departments, and homeowners rely on Turf-Seed's Research/Production/Marketing (RPM) program. Turf-Seed's industry-wide reputation for top-performing proprietary varieties developed by Pure Seed Testing, Inc., production by Roselawn Seed and select contract growers, plus systematic marketing managed by Mr. Tom Stanley complete the RPM cycle.

MANUFACTURING FACILITIES:

Turf-Seed, Inc. is located near Hubbard, OR, in the center of the fertile Willamette Valley, "grass seed capital of the world." Most of the production comes from this region, with its ideal growing conditions. Crops are cleaned by growers or in nearby seed conditioning plants where blue tags are attached, and delivered to the Turf-Seed warehouses. Blends and mixtures are made at this Turf-Seed facility on two blending lines. Turf-Seed's corporate offices are attached to the warehouse for efficient marketing communication and shipping coordination. Employees enjoy breaks and lunch on the grassed picnic area in the back.

TECHNICAL SUPPORT / TRAINING:

Turf-Seed sets the pace in providing information to distributors and consumers through technical publications, web site at www.turf-seed.com, variety and blend tech sheets, vis-a-vis trade show and seminar participation, plus the first and largest independent field day in the United States. This annual event, now in its 17th year, is held alternately at the Pure Seed Testing West 110-acre research farm near Hubbard, OR, or Pure Seed Testing East near Rolesville, NC. The Oregon event, held the third Thursday in June during even numbered years, focuses on cool-season grasses, while the North Carolina event is Friday preceding ASTA, and features tall fescue, bermudagrass, and zoysia, and addresses humidity-induced disease pressures. For information, call 503/651-2130.

MAJOR PRODUCT LINES:

Perennial ryegrass: Alliance Brand blend, BrightStar, BrightStar II, Catalina, Chaparral, Charger, Citation III, Manhattan 3, Navajo, QuickStart, Roadrunner, Sunrye (246). Tall fescue: Confederate blend, MowLess blend, Triathalawn blend, Apache II, Coronado, Coronado Gold, Eldorado, Endeavor, Matador, Murietta, Olympic II, Olympic Gold, Pure Gold, Safari, Silverado, Tar Heel, Tomahawk, Wolfpack. Kentucky bluegrass: Galaxy Brand blend, Blacksburg, Blackstone, BlueStar, Challenger, Columbia, Livingston, Marquis, Midnight, North Star, Moonlight, Opti-Green, Serene, Unique, Voyager common Ky., Winterplay Poa trivialis, Winterstar Poa trivialis. Fine fescue: Aurora, Aurora Gold hard fescue, Discovery hard fescue, Florentine creeping red fescue, Shademaster II creeping red fescue, Seabreeze slender creeper, Shadow, Tiffany chewings fescue; Bighorn sheeps fescue, Seabreeze slender creeper. Creeping bentgrass: PennTrio blend, Pennway blend, Penncross, Penneagle, PennLinks, Penn A-4, Penn G-6, Seaside II. Wildflowers: Bloomers® wildflower mixture, Baby Bloomers wildflower mixture, DeBlooms annual wildflower mixture.

Turf Merchants Inc.

PRODUCT FOCUS:

TMI sources from private breeding programs the latest in improved turfgrass seeds. Our major focus is on improved turfgrasses for the professional markets of golf, landscaping and landscape architecture.

These include creeping bentgrasses, turf-type tall fescues, perennial ryegrasses and Kentucky bluegrasses. TMI also offers domestically-produced, warm-season grasses such as bermudagrass and zoysiagrass.

From its own conventional breeding program, to university sources such as Rutgers University and Texas A&M, TMI is looking forward to offering the latest technologically-advanced varieties available anywhere.

MANUFACTURING FACILITIES:

Turf Merchants Inc. is located in the heart of Oregon, in the southern Willamette Valley, where over 65 percent of the world's supply of grass seed is grown.

Natural rainfall and expertise in production make the quality of Oregon grass seed the best in the world. TMI operates from three satellite warehouses located strategically around the valley with points north, south and west. This makes customer response an industry standard, with promptness and accuracy in shipments that are unparalleled. TMI has the ability to blend, process and ship simultaneously from any of these locations where over 30 million pounds of seed are processed each year.

TECHNICAL SUPPORT / TRAINING:

TMI has a variety of technical support through extensive trial systems, product literature and data bases. Results from turf trials in dozens of locations make the process of selling a simplified matter when comparative data is essential. Color slides of the production process and research add an additional dimension to the support available.



MAJOR PRODUCT LINES:

Turf-type perennial ryegrasses including Affinity, Manhattan 3, Rodeo II, Allaire II, Patriot II, Evening Shade, Nomad (spreading type), Penn-fine II and VIP II.

Turf-type tall fescues include Bonsai 3, Twilight II, Taurus, TurfGem II, Adventure II, Micro, Earthsave, Avanti II.

Kentucky bluegrasses are Gnome, Cobalt, Sodnet, Rugby, Viva and Trueblue.

Creeping bentgrasses are Backspin and Trueline.

Zen zoysiagrass and Del Sol bermudagrass round out the warm-season lines.

United Horticultural
Supply
33390 Tangent Loop
Tangent, OR 97389
(541) 926-8649
Fax number:
(541) 926-4435
Website:
www.turfmerchants.com
Staff:

Turf Merchants Inc.

33390 Tangent Loop
Tangent, OR 97389
(541) 926-8649

Fax number:

(541) 926-4435

Staff:

Steven P. Tubbs, President
Nancy Aerni, Vice President
Frank Gill, Vice President
Robin Mankle, Secretary/
Treasurer

United Horticultural Supply

PRODUCT FOCUS:

United Horticultural Supply is specifically designed to serve the professional turf and ornamental industries by providing the finest products and technical expertise available. Since our inception, we have committed ourselves to three principles: to provide the highest quality products available; to provide qualified technical personnel dedicated strictly to the horticulture industry; and to implement and promote environmental stewardship. UHS's national strength provides customers a wider selection of products and is the reason we are leaders in bringing innovative and cutting-edge technologies to the market.

MANUFACTURING FACILITIES:

Five regional divisions, each operating as a local business with its own sales, management and marketing staffs, enable us to concentrate on the unique needs of the diverse parts of the country as well. This blend of national scope and local focus is what makes United Horticultural Supply unrivaled in the industry. Each regional United Horticultural Supply division is linked to a series of strategically located warehouses, which ensures prompt delivery and availability of product.

TECHNICAL SUPPORT / TRAINING:

Complementing our extensive line is a staff of dedicated professionals who are knowledgeable about the items they sell as well as their intended markets. Each salesperson has working experience within the industry they serve, enabling them to provide solid advice and accurate answers to your questions. Regional research and field trials enhance our position in responding to local needs and our ability to bring effective and innovative products to market.



MAJOR PRODUCT LINES:

United Horticultural Supply is uniquely positioned with all major manufacturers of chemicals, fertilizers and related products, carrying only the finest items in order to satisfy the needs of today's working professional. In addition, we have developed our own exclusive line of premium products. Marketed under the UHS label, these products are recognized as top performers in the business. Several of these products were first introduced by UHS and have quickly become industry standards. Examples include Dursban TNP and 2CG insecticides, Chaser, Chaser 2 and Pre Pair herbicides, Respond 2 wetting agent plus several surfactants and spray additives. We also carry: Fertilizers -- blends formulated to perform best in the various micro-climates and management programs found throughout the United States and featuring our premium UHS Signature Brand Fertilizers. Turf Seed -- perennial ryegrass, bluegrass, fine and turf-type fescues plus custom blends and mixtures. Safety & Professional Products -- a comprehensive line of safety products to meet worker protection standards. Equipment -- we also feature quality-built fertilizer spreaders and backpack sprayers plus a broad range of safety products.

United Horticultural Supply

9335 Elm Court
Denver, CO 80221
(800) 847-6417

Fax number:
(303) 487-9010

Website:
www.uhsonline.com

Staff:

Jeff Allison, Atlantic Division
Manager
(410) 548-2200

Russ Mitchell, Great Lakes
Division Manager
(517) 333-8788

Steve Jackson, Southern
Division Manager
(800) 457-0415

Bob Flynn, Midwest Division
Manager; (800) 833-4827

Mike Thurlow, Western
Division Manager
(209) 253-5700

Walker Manufacturing Company

PRODUCT FOCUS:

Walker manufacturing designs, develops and manufactures a line of compact, mid-size commercial riding mowers and attachments. The mowers are targeted for use in landscaped areas with combinations of trimming and open space where quick maneuverability and fitting into tight spots increase productivity.

MANUFACTURING FACILITIES:

The company's factory is at Fort Collins, CO, situated on 25 acres. It has 100,000 square feet of manufacturing area and 16,000 square feet of offices and research and development. The manufacturing operation includes parts fabrication, welding, painting and assembly. Fifteen acres of irrigated turfgrass around the facility provides in-site test mowing area. The current facility will allow growth to produce up to 25 units per day.

TECHNICAL SUPPORT / TRAINING:

The factory customer service staff is available for technical support to dealers and end-customers. A dealer program is administered by 33 independent territorial distributors across the U.S.

MAJOR PRODUCT LINES:

Walker makes mid-size commercial riding mowers and attachments. Five tractor models have gasoline or diesel engines from 11 to 25 hp. Nine interchangeable mower decks with cutting widths from 36 to 62 inches are offered, each with grass collection, side discharge or mulching available. Six front-mounted implements are also marketed: two snow blowers, a rotary broom, a dozer blade, a dethatcher and an edger.



Walker Manufacturing Company
5925 East Harmony Road
Fort Collins, CO 80528
(970) 221-2614
walker@frie.com
www.walkermowers.com

Walker Manufacturing Company

5925 East Harmony Road
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(970) 221-2614

Fax number:
(970) 221-2619

E-mail address:
walker@frie.com

Website:
www.walkermowers.com

Staff:
Bob Walker, President
(Marketing/Finance)

Dean Walker, VP
(Engineering/Manufacturing)

Max Walker, VP (Chairman)

Bob Tomasek, Customer
Service/Warranty

Date Founded: 1957

Woods Equipment Company

PRODUCT FOCUS:

Woods Equipment Company is a leading full-line manufacturer of implements and attachments for the turf and grounds care, agricultural and construction markets. This year, Woods introduced its first mid-mount zero-radius commercial mowers, the M-Series Mow'n Machine. The M-Series, available in two models—the M2250 (22 hp, 50-in. deck) and the M2560 (25 hp, 60-in. deck)—complement the existing line of front-mount Mow'n Machines. Woods extensive line of turf and grounds products also include under-mount, rear-mount and Turf Batwing wide-area finish mowers, rotary tillers, post hole diggers, chipper/shredders, snowblowers and landscaping implements. In an effort to better serve its dealer base in the new millennium, Woods recently has made several strategic acquisitions including: Central Fabricators (CF), manufacturers of pin-on excavator buckets; Alitec Corporation, manufacturers of hydraulic-powered attachments for skid steer loaders; and TISCO, a leading distributor of aftermarket replacement parts.

MANUFACTURING FACILITIES:

Woods employs about 1,500 people nationwide, manufacturing its products in Oregon, IL; Sioux Falls, SD; La Mirada, CA; Fargo, ND; Charlotte, NC; and Hubbardston, MA. A new manufacturing facility is under construction in Gardner, MA. The acquisitions of Central Fabricators, Alitec and TISCO add facilities in Schofield, WI; Brownsburg, IN and St. Paul, MN. Regional distribution centers are located in Oregon, IL; Fargo, ND; Sacramento, CA; Nashville, TN; Richmond, VA; Dallas, TX and St. Paul, MN.



Woods Equipment Company

6944 Newburg Road
Rockford, IL 61108
(815) 381-6028

(Angela Kay Larson, Manager
Marketing Support)

Fax number:
(815) 381-6046

E-mail address:
angelal@woodsonline.com

Website:
www.woodsonline.com

Staff:

Thomas J. Laird,
President and CEO

Mike Carney,
Vice President and COO

David Ferguson,
Vice President & General
Manager, Ag & Turf

Bill Templeton, Vice President
& General Manager, Parts

Steve Starrett, General
Manager, Construction

Steve Creider,
Vice President & CFO

Steve Vandemore,
Vice President, Business
Development

Mark Fryer, General Manager,
Corporate Human Resources

Angela Kay Larson,
Manager, Marketing Support

Date founded: 1947

TECHNICAL SUPPORT/CUSTOMER SERVICE:

Woods products are sold through a nationwide network of authorized dealers. In addition, Woods employs a direct sales force whose primary responsibility is servicing the dealer network.

MAJOR PRODUCT LINES:

Turf & Grounds—Mid-mount and front-mount Mow'n Machine zero-radius mowers, under-mount, rear-mount and Turf Batwing wide-area finish mowers, rotary tillers, post hole diggers, chipper/shredders, snowblowers, landscaping implements, and pulverizers, seeders and core aerators.

Construction—Wain Roy quick coupler systems, grapples and specialty buckets; Gannon excavator and tractor/loader attachments and vibratory plate compactors; Central Fabricators pin-on excavator buckets; and Alitec hydraulic-powered skid steer attachments.

Agricultural—Batwing flexible wing rotary cutters, singles-spindle cutters; SkidTools buckets, bale spears, manure and grapple forks; front end loaders; and Alloway shredders, cultivators and defoliators.

Additional information on the extensive Woods product line is available via the internet at www.woodsonline.com.



Western Products

PRODUCT FOCUS:

Western Products manufactures a full line of snowplows and salt and sand spreaders for four-wheel drive trucks. Snow and ice control products are distributed through a nationwide network of distributors.

MANUFACTURING FACILITIES:

Plows and ice control products are manufactured in three plants located in Milwaukee, WI; Johnson City, TN; and Rockland, ME.

TECHNICAL SUPPORT / TRAINING:

Western Products distributors, located throughout the snow belt, sell wholegoods, service parts and provide service and warranty support for all product lines.

MAJOR PRODUCT LINES:

Products include: steel and poly blade snowplows in 6.5' to 10' blade widths and hopper, insert-type spreaders in steel and stainless steel and four models of tailgate-type spreaders

Western Products

7777 N. 73rd Street
Milwaukee, WI 53223
(414) 354-2310

Fax number:

(414) 354-8448

E-mail address:

info@westernplows.com

Website:

www.westernplows.com

Staff

Eric Smitsdorff, Sales and
Marketing Manager

Rick Coolman, Advertising
Manager

Date Founded: 1950