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Press Release

**John Gertz becomes PrimeriTurf CEO**

October 1, 2011

Randy Tischer, Chairman of PrimeriTurf, Inc., announced today that John Gertz has completed the transition period and is now Chief Executive Officer. John has worked side by side with retiring CEO Frans Jager since June to accept this new assignment. Mr. Jager has led PrimeriTurf from infancy to industry leadership during the early 2000s.

Mr. Gertz came to PrimeriTurf from Winfield Solutions, Shoreview, Minnesota where he served in the Director, Professional Products Business role. Prior to that, John enjoyed a successful career with MANA, Inc. in Raleigh, North Carolina. His progressive career started with Dow AgroSciences in Indianapolis, Indiana as a Sales Representative before being promoted to higher roles with SePRO Corporation in Indianapolis and Sipcam Agro USA located in Roswell, Georgia as National Sales and Marketing Manager – US Crop Protection.

Mr. Gertz stated, “I am pleased to move to the helm of the PrimeriTurf team. I look forward to helping PrimeriTurf accelerate growth and build increased member participation. I have visited many PrimeriTurf member-owners and suppliers in the past few months and have stronger relationships with both at the top of my list. I thank Frans for his help and guidance through this transition period. His leadership will be missed. He retires as an industry icon.”

Mr. Gertz was introduced as the incoming CEO at PrimeriTurf’s Annual Meeting and Trade Show in Minneapolis on July 12 – 14, 2011. His welcome speech was well received by all members.

PrimeriTurf, Inc. is a purchasing cooperative for independently owned companies that are engaged in the distribution and resale of product in the Professional Turf, Horticultural and Landscape Industry. Founded in 1999, member owners of PrimeriTurf serve golf courses, landscape and lawn care professionals, athletic turf managers, arborists and government and municipal facilities. As a recognized industry leader, all PrimeriTurf Member-Owners share a high service level and customer intimacy stemming from dedication to the professional turf, horticulture and landscape business. Owners maintain an active involvement in the business with a limited geographic reach, serving end-users only with dedicated sales forces with stability and continuity.

For more information, please contact 404-823-2181 or go to [www.primeraturf.coop](http://www.primeraturf.coop).