

Industry Announcement:

I am pleased to announce that Royal Tyler has accepted the position of Sourcing and Supplier Relations Director for PrimeraTurf, Inc. Royal brings tremendous experience and skillset to the sourcing and supplier relations roll with his eight year background as Product / Sourcing Manager at Red River Specialties. Royal's strong track record of success and supplier relationships proved critical in helping to grow Red Rivers Industrial Veg. Management, Range and Pasture and specialties business. To that end, he brings tremendous capability to PrimeraTurf and our members as we continue to execute against our strategic imperatives to empower growth. Royal joins Primera November 7th and will serves as the point person for daily supplier interaction and program optimization.

Primera has seen real success in securing new and impactful opportunities with suppliers and manufacturers as part of our initiative to grow breadth and depth of supplier relationships. Following that success it was critical that we stepped up our bandwidth to shepherd those opportunities through the year and ensure supplier and member success. This hire shows Primera's dedication to the independent T&O distributor and our supply partners alike. Furthermore, Royal provides the organization the ability to dedicate resources on our PrimeraOne technology opportunities.

Royal is a graduate of Louisiana Tech University where he received his Bachelor of Science, Forestry/Business, graduating Summa Cum Laude in May 1991, and his Master of Business Administration, Management in May 1998. Following University, Royal joined Red River Specialties serving a total 13 years with them, 8 of those years in the capacity of sourcing and supplier relations. I ask that you help me in welcoming Royal to the PrimeraTurf family. Royal can be reached mobile at 318-469-9963 or email at rt Tyler@primeraturf.coop or whitefringetree@gmail.com.

John Gertz; PrimeraTurf, Inc. CEO

