

FOR IMMEDIATE RELEASE

Turf-tacular New Website

Ryan redesigns website, providing a bunch of helpful new tools to turf care customers

Ryan, an industry-leading brand of turf renovation equipment for over 60 years, has launched a completely redesigned website for the Ryan brand, www.ryanturf.com. The goal of the new website is to make it easier for customers to find the appropriate products for their turf care needs. The site is also a resource for professional and home owner users. A new "Additional Resources" section provides a wide assortment of turf care information for professionals and their customers to help them better understand the importance of proper turf care in maintaining healthy turf. The site even offers a handy Seed Calculator on the Overseeder page!

The new Ryan website has a fresh, modern feel with clear and easy to read fonts on a light-colored backdrop that makes images and site navigation functions pop regardless of the viewing device. On the new site, Ryan turf renovation products are showcased through a design that affords the visitor a pleasant browsing experience via its enhanced navigation.



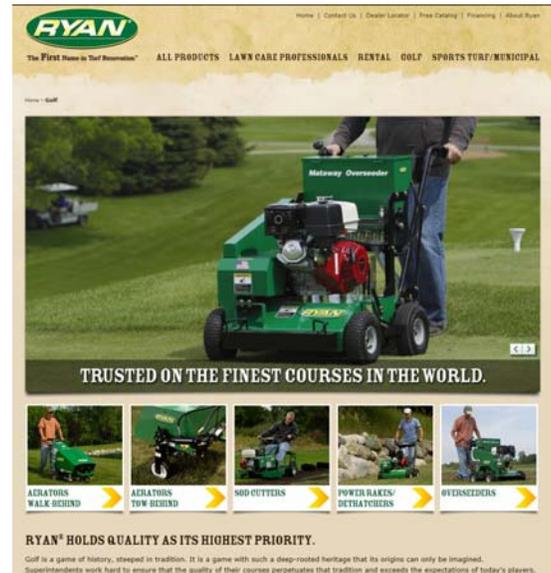
Ryan has added more images, key feature callouts, interactive product demos, videos, detailed product specifications, and new accessories information designed to help customers be more productive with their Ryan equipment. A new on-line form for requesting a free product catalog also allows visitors to view the Ryan catalog immediately in digital format or download the catalog in PDF format.

In addition, the RYAN Dealer Locator is easy to find and use, a new Financing page highlights current retail financing options, and special promotions and limited-time offers are noted prominently on the home page and applicable support pages to keep visitors in-the-loop on great deals and offers.

According to Jay Baudhuin, Ryan Product Manager, "The new Ryan website was re-designed with our customers in mind. The website is divided into the four key end-user market segments that Ryan participates in: Lawn Care Professionals, Rental, Golf and Sports Turf/Municipal. The goal was to make it easier for our customers to locate products, hear testimonials from their peers and get other valuable information that fit their particular needs; such as, dealer locator, financing options and seed calculator, just to name a few. We also added interactive product demos and videos showing the units in use. All these features also benefit and help our dealers to be more productive and successful."

Here are just a few highlights in short form:

- Market segment pages for Lawn Care Professionals, Rental, Golf, and Sports Turf/Municipal
- Interactive product demos
- Key feature callouts on product pages
- In-season promotions and current financing options
- Awesome New Sod Cutter Accessories page
- Compare pages for walk-behind and tow-behind aerators
- Additional Resources section with “Why” choose turf care services pages
- Cool Seed Calculator
- A slew of customer testimonials
- New navigation
- More images
- Instant digital catalog viewer and downloadable PDF



Surf the new ryanturf.com website today and check out everything new.

About Ryan

For over 60 years professionals have reached for Ryan turf renovation equipment to transform landscapes and maintain healthy, thick turf. The Ryan line of turf renovation equipment includes: aerators, dethatchers/turf rakes, overseeders, sod cutters and other specialty products that serve the landscaping and grounds care professional. Ryan turf renovation equipment is available through power equipment retailers and rental dealerships nationwide. To learn more about Ryan equipment and locate a dealer in your area, visit the Ryan website at www.ryanturf.com.

Ryan is a registered trademark of Schiller Grounds Care, Inc.

About Schiller Grounds Care, Inc.

Schiller Grounds Care, Inc. is a U.S. based outdoor equipment manufacturer with three manufacturing facilities located in Southampton, Pennsylvania, Norfolk, Nebraska and Johnson Creek, Wisconsin. Schiller Grounds Care creates and brings to market a broad variety of landscaping, gardening and turf care equipment for residential and commercial use under the brand names of BOB-CAT, Bunton, Classen, Little Wonder, Mantis, Ryan and Steiner. To learn more about Schiller Grounds Care and its various brands of power equipment, visit www.schillergc.com.

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