



NEWS INFORMATION

For Immediate Release
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TUFF TORQ BRAND ENHANCED WITH TELEVISION; Company Employees and Test Track Used for Filming

MORRISTOWN, TN – Springtime in East Tennessee could not have been any better as a television production crew converged on the test tract at Tuff Torq Corporation last Friday. Charter Media Company was shooting video footage to be used to promote the “Mower Power 2 Ya” lawn tractor race and safety demonstration scheduled for **Lowe’s Home Improvement** store in Morristown on Saturday, April 1, 2006.

“The sun was bright and beautiful,” explains Pamela Ward, Tuff Torq marketing coordinator. “The night before the shoot we had a huge rain storm, but the weather could not have been more perfect.”

The video footage featured several Tuff Torq associates: application engineer Jason Hinton, inventory technician Jackie Barnard, test track coordinator Ruth Ann Young and other test track drivers. In true NASCAR-style, Hinton wore his bright red race helmet, jacket and gloves as he maneuvered a brand new 24 hp Husqvarna lawn tractor around the company’s test track.

The commercial will be broadcast to the Lakeway area using the following cable television networks: HGTV, Discovery, NASCAR on FX, ESPN, E and MSNBC beginning March 16th.

“It’s all part of our consumer brand awareness campaign,” states TTC marketing and sales manager Frank Freeman. “This is a local test campaign for the Morristown, Tennessee region, but we hope other retailers will follow **Lowe’s** lead and host similar events around the United States.”

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