



NEWS INFORMATION

For Immediate Release

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TUFF TORQ INCREASES BRAND AWARENESS AT LOWE'S; Local Companies Develop Relationship to Sell Lawn and Garden Tractors Through Retail Associate Training



Frank Freeman, Manager-Sales & Marketing for TTC, explaining the benefits of Hydrostatic Transmission vs. Gear Transmissions.



Frank Freeman discussing attributes of TTC's Hydrostatic Transmission utilizing a cut-away hydrostatic transmission model.



Frank Freeman showing Lowe's sales associates TTC's corporate video.

MORRISTOWN, TN – **Lowe’s Home Improvement Store** in Morristown recently introduced John Deere to their arsenal of outdoor power equipment. To support the effort, Tuff Torq Corporation, manufacturer of the hydrostatic transmissions included in the Deere lawn and garden tractors, conducted an intensive training session for **Lowe’s** retail sales team responsible for selling the equipment. The meeting was conducted on March 29th, and it included a presentation of TTC’s corporate video, review of a hydrostatic transmission cut-away model, and a Q&A discussion about the advantages of hydrostatic vs. gear transmissions.

The meeting was arranged through Josh Rhoten, local **Lowe’s** store manager, and department managers Dale Turner and Steve Ensenger. According to Frank Freeman, TTC marketing and sales manager, the purpose of the training was to better educate retail sales people about selling advantages of hydrostatic transmission.

“The better educated the retail sales teams are, the better they can direct the consumer to the best lawn and garden tractor that will meet their needs,” explains Freeman. “**Lowe’s** sales associates were very eager to learn, and they were very proud to know that Tuff Torq was located right in their own home town. As a matter of fact, they plan to visit our manufacturing plant to continue to gain additional knowledge about hydrostatic transmissions.”

TTC also placed permanent point-of-sale posters and consumer brochures near the John Deere displays in the store’s lawn and garden department. According to TTC design engineers, hydrostatic transmissions perform better, provide more maneuverability and power vs. a gear transmission. These facts, along with nine other easy-to-understand advantages, are displayed on the promotional materials. TTC also conducted a consumer lawn tractor rodeo to help launch the spring selling season.

“The relationship that Tuff Torq has developed with our store is very rewarding,” states Rhoten. “During the rodeo, we increased our sales of lawn tractors by 300% on any given day. That’s a great start, and we expect much larger sales this season because of the help from TTC.”

In addition to **Lowe’s**, Tuff Torq has provided sales associate training to **Sears**, also located in Morristown and is considering future plans for rolling out similar retail marketing activities and training sessions on a regional and national basis at other selected stores during 2006 and 2007.

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