



Press Release

MTI Distributing Inc
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FOR IMMEDIATE RELEASE:

MTI DISTRIBUTING UNVEILS NEW CORPORATE LOGO

New Corporate Identity Reflects the Company's Commitment to Customers and Value-Added Services

MINNEAPOLIS, MN, October 19, 2000 – MTI Distributing Inc, a Toro company, and a leading distributor of products for the turf and green industries in the Midwest, today announced the introduction of its newly redesigned corporate logo.

Since its inception in 1948, MTI Distributing has remained focused on providing innovative products and solutions to its customers. The new logo reflects the company's status as a premier provider of turf and irrigation products, with everything customers need to maintain and grow turf and grass.

"MTI has a long standing tradition of providing excellent products and customer service. The new logo signifies our intention to build on our strengths, capitalize on our market leadership, and bring even more value to our customers into the future," said Michael E. Anderson, president.

Anderson and other MTI management said the change represents the innovative, forward motion of the company as a comprehensive solutions provider for the turf and green industries. MTI Distributing services and sells a comprehensive line of products for the golf course industry, landscape contractor businesses, commercial and residential irrigation businesses, and consumer lawn care.

The new logo design was created by Kocina Communications, based in Plymouth, Minnesota, and depicts two principal elements of MTI's business environment: grass and water.

"We wanted a simplified logo that spoke to what MTI is all about. We provide solutions for our customers in the beautification of outdoor landscapes. Whatever they need, we can provide it," said president Michael Anderson.

The company noted that use of the logo would begin immediately, but would be phased into all operations, such as company signage and letterhead, over the next six months.

MTI Distributing is one of the Midwest's largest distributors of Toro products and is based in Plymouth, Minnesota. The Company began as Minnesota Toro Inc in 1948 and was acquired by the Toro Company, based in Bloomington, Minnesota, in 1997.

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