



John Deere
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One Source™ Launches John Deere Golf Irrigation
Company takes the initial step towards providing water management products and solutions

ATLANTA, GA. (February 9, 2006) – Today, John Deere Golf & Turf One Source™ announced the launch of John Deere Golf Irrigation, a full line of state-of-the-art heads, valves, and control, sensing and communications systems available to One Source customers this spring.

“We’re pleased to offer this new product line to our golf customers,” said Gregg Breningmeyer, director of sales and marketing. “Until this point, One Source distributors only had access to irrigation products in specific regions. With this introduction, all 44 North American One Source distributors are now able to provide a full range of John Deere golf irrigation products.”

Capitalizing on both companies’ expertise, John Deere and Signature Control Systems, Inc. have entered an exclusive strategic alliance to jointly research, create and distribute water management products and solutions for the golf market.

Dave Truttmann, national sales manager, One Source, remarks, “We have a wealth of resources at our disposal. Signature Control Systems, Inc. (formerly Thompson Manufacturing) has been an industry innovator in the design and manufacturing of intelligent irrigation controllers and site management systems since 1907. Signature recently purchased the golf irrigation assets of Bear-Irrigation, giving Signature additional expertise in sprinklers. And our colleagues at John Deere Agricultural Services have been creating resource management solutions like the GreenStar™ System* with great success.”

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John Deere will also draw expertise from its One Source partners, including AMS, AquaMaster, Liquigistics, Profile Products and others who provide water management-related products.

The launch of John Deere Golf Irrigation is the initial phase in the creation of a water management initiative – a comprehensive program that will extend beyond irrigation products to help customers address a wide range of water issues, including quality, consumption, ground water, plant/soil hydrology, erosion control and application efficiency.

Breningmeyer explains, “Golf course management isn’t just about turf care and quality of cut. It’s about superior management of all resources. John Deere Golf Irrigation and our water management solutions initiative are being developed to answer the needs we’ve heard from our customers. These programs are based on and will enhance the core value of what John Deere One Source is really all about – helping the superintendent do his or her job more efficiently and more effectively.”

John Deere Golf & Turf One Source

John Deere Golf & Turf One Source is a full-service platform providing a variety of products and services for golf course superintendents, owners, builders and management companies. Products – all available through a local John Deere distributor – include a wide selection of mowing and maintenance equipment as well as seed, fertilizer, chemicals, irrigation, fertigation, drainage, landscaping and accessory products from leaders in the industry.

As the official golf course equipment and One Source supplier to the PGA TOUR, John Deere can be trusted to provide superintendents the tournament-level quality needed on today's golf courses. The John Deere organization is noted for more than 165 years of innovation, the highest-quality products, and its product and operator safety initiatives.

***GreenStar**

GreenStar AutoTrac assisted steering system and the GreenStar Parallel Tracking system use global position system technology to help agriculture customers apply products more precisely and minimize waste, ultimately conserving resources by decreasing environmental impact and fuel consumption.

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