

Brian Lowe, Appointed as Director of Sales & Marketing at Progressive Turf Equipment Inc.

November, 2011: Luke Janmaat, President of Progressive Turf Equipment, is pleased to announce the appointment of **Brian Lowe** as Director of Sales & Marketing. Primarily responsible for brand management, dealer sales management and overall communications, he will report directly to the President.

Lowe is well known throughout the equipment industry as a knowledgeable 'hands-on' marketer for some of the industry's leading equipment manufacturers. He served as Product and Communications Manager for Volvo Construction Equipment and its line of motor graders and was an active participant for many years on Volvo CE's Global Marketing Council.

Prior to joining Volvo CE, he filled several marketing, product planning and customer support roles in the forestry equipment industry with firms such as John Deere and Timberjack. In 1986, he began his career with Champion Road Machinery. He has earned industry recognition through awards sponsored by Construction Equipment magazine, Better Roads magazine and AEM.

"In his role with Progressive Turf Equipment, Brian will interface closely with our dealer sales network, supporting their sales activities and promotion of Progressive's line of finish rotary mowers. We are pleased to have his experience as a Marketing and Communications professional on-board and I'm confident that our effectiveness in these areas will reach a new level," commented Janmaat.

Lowe commented, "I am excited about this opportunity. Progressive Turf Equipment offers innovative, well thought out products making them a true leader in their field." Lowe will soon be introducing himself to the entire Progressive dealer network.

About Progressive Turf Equipment

For over 30 years, Progressive Turf Equipment has been supplying innovative, rotary, finishing mowers to turf grass producers, golf courses and municipalities around the globe. Our investment in the latest 3D CAD software, integrated ERP system and CNC manufacturing workcells, drives our customer commitment to provide high quality products that deliver unmatched Productivity, Reliability, Durability and Quality of Cut. Find the right Progressive mower for your application at www.progressiveturfequip.com

We offer several models across four product families for various applications:
ProFlex - contour mower for golf courses: TD - wide area mowers for park and recreation areas: TDR - wide area roller mowers for sports turf venues and sod production applications of all sizes: SDR - 3 pt hitch mowers for smaller sports turf fields.



Brian Lowe
Director of Sales & Marketing
Progressive Turf Equipment Inc.