



5/1/2015

I am pleased to announce and welcome IFA (Intermountain Farmers Association) as an owner distributor of Primera. IFA, headquartered in Salt Lake City, UT, is a well-recognized retailer of specialty turf and ornamental products throughout the greater Utah market. Established in 1923, IFA now operates 28 location supporting retail, and walk-in professional business. As such, IFA is an excellent addition to the Primera group in supporting our suppliers and continuing our track record of building the Primera organization. Primera is pleased that we are IFA's chosen partner to support their continued growth. We look forward to their participation and contribution in Primera. To that end, Primera will continue to successfully maximize our owner distributors and suppliers business opportunities. Please help me welcome IFA to Primera.

If you have any questions, please feel free to contact me.

With Kindest Regards,

A handwritten signature in black ink, appearing to read "John Gertz".

John Gertz

CEO, PrimeraTurf, Inc.