



FOR IMMEDIATE RELEASE

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High Tech Irrigation Joins PrimeriTurf

Marietta, GA – July 2015 — PrimeriTurf announces the addition of High Tech Irrigation as an owner distributor to the co-op. High Tech Irrigation, headquartered in Indio, CA, is a well-recognized distributor of specialty turf and ornamental products



servicing the greater Palm Springs and southern California markets since 1985.

“High Tech Irrigation is an excellent addition to the Primeria group in supporting our suppliers and continuing our track record of building the Primeria organization. Primeria is pleased that we are High Tech Irrigation’s chosen partner to support their continued growth”, states John Gertz, CEO of Primeria. “We look forward to their participation and contribution in Primeria, and we will continue to successfully maximize our owner distributors and suppliers business opportunities,” remarks Gertz.

Established in 2000, PrimeriTurf® is a business cooperative of 52 distributors committed to supporting distribution that services the professional turf, ornamental, IVM, pest control, forestry and aquatic markets. Through Primeras’ numerous differentiated benefits called *PrimeriaAdvantages* including; the industry’s most complete and robust supplier relationships across all chemical, robust seed and fertility, and the entirety of its 59 supplier relationships, plus end user program support, exclusive technologies, and advantageous cost efficiencies, PrimeriTurf ultimately delivers industry-leading distributor return and lowest per distributor cost to serve. Primeras’ advantageous bottom line impact is why it continues to lead the conversation of overall return on invested dollar and is the fastest growing channel partner in the industry.

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