



12/18/2015

I am pleased to announce and welcome Cygnet Enterprises, Inc. as an owner distributor of Primera. Cygnet Enterprises, Inc., headquartered in Flint, MI, is a well-recognized leading distributor of specialty aquatic products servicing the greater great lakes and overall US aquatics market since 1974. Cygnet will add sizeable impact to our Aquatic / Forestry / IVM market touch. With this addition, Primera is the largest distributor group in the Aquatic / Forestry / IVM segment. And as such, this positions Primera very well to support Primera distributors in these segments. Cygnet Enterprises 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 Cygnet Enterprises chosen partner to support their continued growth. We look forward to their participation and contribution in Primera. Primera will continue to successfully maximize our owner distributors and suppliers business opportunities. Please help me welcome Cygnet Enterprises, Inc. 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, PrimeriTurf, Inc.

About Primera:

Established in 2000, PrimeriTurf® is a business cooperative of 54 distributors committed to supporting distribution that services the professional turf, ornamental, IVM, pest control, forestry and aquatic markets. Through Primera's numerous differentiated benefits call "PrimeriAdvantages" including; the industries most complete and robust supplier relationships across all chemical, robust seed and fertility, and the entirety of its 61 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. Primera's 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.