



A GROWMARK[®] Company

November 12, 2010

SEEDWAY[®] ADDS PURSELL TO TURF SEED SALES STAFF

(Hall, NY): Desri Pursell has joined SEEDWAY[®] as district sales manager for turf seed sales in southeast Pennsylvania, New Jersey and Delaware. As part of the SEEDWAY turf seed sales team, Desri will be responsible for turf seed and associated product sales and service to turfgrass professionals and seed retailers throughout the region.

With over 25 years in the lawn-care and turf-management industry, Desri brings a wealth of experience to SEEDWAY, including seed sales and service to landscapers, contractors, golf courses and schools, universities and municipalities. Pursell studied turfgrass management at Temple University and Business Management at Delaware Valley College.

SEEDWAY provides a comprehensive line of turf seed and related products to customers throughout the Northeast and Mid-Atlantic, serving customer needs from six locations in VT, NY and PA.

Headquartered in Hall, NY, SEEDWAY, LLC maintains locations in Trumansburg and Mecklenburg, NY, Shoreham, VT, Mifflinburg, Emmaus and Elizabethtown in PA and Lakeland, FL. A full-line seed company, marketing farm, turf and vegetable seed from the Rocky Mountains to the east coast and Ontario, Canada, Seedway, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit www.seedway.com.

SEEDWAY, LLC ♦ PO Box 250 ♦ Hall, NY 14463 ♦ www.seedway.com