



Count on it.

DEALER ADVISORY BULLETIN

Residential and Landscape Contractor Businesses – U.S.

D.A.B.#: 10-019
Date: April 6, 2010
To: Toro Direct Dealers
From: David Alkire, Director of Marketing
RE: Spring 2010 Advertising Schedule and Ad Availability

We have invested in a broad-based national cable TV advertising plan this spring, securing time on sports, news, and entertainment networks to air our 30-second TV commercials featuring the TimeCutter® Z and Toro® walk power mowers.

- The TimeCutter Z “Pilot” commercial focuses on the mower’s productivity and underscores Toro as the brand professionals count on.
- The WPM “Tinker” commercial is designed to communicate the Personal Pace message and the ease this technology brings to mowing.

Commercials began airing nationwide the week of March 29 and will continue through mid-May. The following media schedule shows (in red) the weeks and channels when these Toro ads will be appearing...

Network	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17
ABC	Red	Black	Black	Black	Black	Black	Black	Black
AMC	Red	Red	Red	Red	Red	Red	Red	Red
CNBC	Red	Red	Red	Red	Red	Red	Red	Red
CNN	Red	Red	Red	Red	Red	Red	Red	Red
SCIENCE	Red	Red	Red	Red	Red	Red	Red	Red
ESPN2	Red	Black	Red	Red	Red	Red	Red	Red
ESPN	Red	Red	Red	Red	Red	Red	Red	Red
FOX News	Red	Red	Black	Black	Black	Black	Black	Black
HGTV	Red	Red	Red	Red	Red	Red	Red	Red
HISTORY	Red	Red	Red	Red	Red	Red	Red	Red
MILITARY	Red	Red	Red	Red	Red	Red	Red	Red
SPEED	Red	Red	Red	Red	Red	Red	Red	Red
USA	Red	Red	Red	Red	Red	Red	Red	Red
VS	Red	Red	Red	Red	Red	Red	Red	Red
WGN	Red	Red	Red	Red	Red	Red	Red	Red
Ads running	Red							
No ads running	Black							

Ordering TV Spots

Both TV spots have been produced to allow for a five-second dealer tag at the end. You can order these commercials using the on-line media order form available from www.toro.com/toolkit. Click on the "TV & Radio" tab to preview and/or order the TimeCutter and WPM TV spots. Requests are sent directly to our media fulfillment house. Available in several formats, the commercials can be sent to local television stations or to dealers, and the service is completely FREE.



Display Advertising

In addition to the cable TV advertising described above, Toro will display on-line banner ads (featuring various mowers) on two weather sites – AccuWeather and Weather Underground. The timing of the ads will vary by market, and their appearance will be triggered by the advent of “spring-like” weather conditions (and the likelihood of weekend mowing) in various U.S. regions. The banner ads, which encourage a visit to Toro.com or a local Toro dealer, are appearing now through mid-May.



Pay-per-click Advertising

A nationwide pay-per-click Google search campaign running now through mid-June will help enhance these advertising activities by ensuring users find Toro products -- and Toro dealers -- when they are actively seeking additional information on mowers.