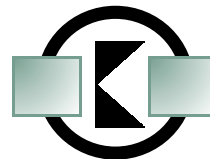


ANNOUNCING

PROFESSIONAL TURF AND ORNAMENTAL MARKETS FOR PESTICIDES AND FERTILIZERS 2000



A continuing service designed to provide a consistent source of competitive information on the U.S. market for professional pesticides and fertilizers in the turf and ornamental markets



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PROFESSIONAL TURF AND ORNAMENTAL MARKETS FOR PESTICIDES AND FERTILIZERS 2000

THE STUDY

Kline & Company, Inc. is pleased to announce the 2000 edition of *PROFESSIONAL TURF AND ORNAMENTAL MARKETS FOR PESTICIDES AND FERTILIZERS*. The study will cover the 2000 use season for the following market segments:

- Lawn care operators (LCOs)
- Golf courses
- Institutional turf (schools, parks, and cemeteries)
- Nurseries and greenhouses
- Landscape contractors

The report is scheduled for completion in June 2001. Whenever possible, individual *market segment reports* will be released as completed, and preliminary data tables will be available in May 2001. An outline of a typical market segment report is shown on the following page.

DATABASE

An ACCESS database has been developed that allows easy consolidation of data from *multiple segment reports*. *The cost of the database is \$1,000 and includes all segments. Clients who make partial purchases can buy a partial database at a negotiated price.*

NEW FEATURE

For the first time, the 2000 report will include turf type data *for golf courses and LCOs within regions*, which will then provide information on differences in pesticide use where they exist.

METHODOLOGY

We will use over 1,500 structured interviews as the basis of our reports. The interviews will be conducted at the end of calendar year 2000, and most of the analysis and report preparation will take place during the first quarter of calendar year 2001.

WHO SHOULD BUY THIS REPORT?

PROFESSIONAL TURF AND ORNAMENTAL MARKETS FOR PESTICIDES AND FERTILIZERS 2000 is an in-depth market report for marketers and business planners who need to understand the competitive dynamics occurring in professional markets. Market research, product management, business planning, or business managers will find the information particularly useful.

TENTATIVE OUTLINE

This format is used for all segment reports: golf courses, lawn care operators (LCOs), institutional turf, landscape contractors, and nurseries and greenhouses.

- SEGMENT REPORT OUTLINE -

1. INTRODUCTION
 2. STRUCTURE OF THE INDUSTRY
 - Description
 - Geographic distribution
 - Product usage
 - Turf type regionally for golf courses and LCOs
 3. OVERALL MARKET
 - Historic and current sales
 - Sales by region
 4. FERTILIZERS
 - Acre-treatments
 - Timing of applications
 - Methods of application
 - Historic and current sales
 - Sales by region
 - Sales by product type
 - Sales of straight fertilizers by product form
 - Sales of combination fertilizers by product form
 - End-user prices
 - Application rates
 - Sales by supplier
 5. HERBICIDES
 - Preemergence, post-emergence, and total*
 - Acre-treatments
 - Timing of applications
 - Methods of application
 - Historic and current sales
 - Sales by region
 - Sales by turf type regionally for golf courses and LCOs
 - Sales by product form
 - Sales by product type (including fertilizer combinations)
 - Sales by application type
 - Sales by turf type
 6. INSECTICIDES
 - Sales and market share by product
 - Consumption by active ingredient
 - Acre-treatments by product
 - Sales by supplier
 7. FUNGICIDES
 - Acre-treatments
 - Timing of applications
 - Methods of application
 - Historic and current sales
 - Sales by region
 - Sales by turf type regionally for golf courses and LCOs
 - Sales by product form
 - Sales by product
 - Sales by turf type
 - Consumption by active ingredient
 - Acre-treatments by product
 - End-user prices, application rates, and costs
 - Sales by supplier
 8. PLANT GROWTH REGULATORS
 - Acre-treatments
 - Methods of application
- Historic and current sales
 - Sales by product form
 - Sales by product
 - Consumption by active ingredient
 - Acre-treatments by product
 - End-user prices, application rates, and costs
 - Sales by supplier

- SUMMARY SECTION OUTLINE -

1. OVERALL TURF AND ORNAMENTAL MARKET
 - Sales of pesticides and fertilizers by product category for the segments included in the current volume
2. PRODUCT SUMMARY
 - Product categories
 - Herbicides—preemergence and postemergence
 - Fungicides
 - Insecticides
 - Plant growth regulators (PGRs)
 - Fertilizers
 - For each of four product categories, the professional segments are summarized in the following tables:
 - Sales by product
 - Consumption of active ingredient
 - Acre-treatments by product
 - Sales by supplier
3. COMPANY SUMMARY

PROFESSIONAL TURF AND ORNAMENTAL MARKETS FOR PESTICIDES AND FERTILIZERS 2000

Please enter our subscription to your new survey, *PROFESSIONAL TURF AND ORNAMENTAL MARKETS FOR PESTICIDES AND FERTILIZERS 2000*, as described in your brochure of this title. The subscription includes four copies of the complete report. Additional copies are available for a nominal fee.

To protect our investment in these reports, and that of other subscribers, we agree that for three years after their date of issue we will: (1) refrain from reproducing or copying these reports in whole or in part, by any means; (2) restrict their circulation to our own employees; and (3) use all reasonable precautions to prevent the disclosure of their contents to any other persons or organizations. However, we may make these reports available to any subsidiary company in which we hold more than a half interest or to any parent that holds more than a half interest in our firm. We may also use or disclose any information in these reports that is public knowledge, that was already in our possession before receipt of these reports, or that comes to us from third parties independently of these reports.

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We understand that *PROFESSIONAL TURF AND ORNAMENTAL MARKETS FOR PESTICIDES AND FERTILIZERS 2000* is available only by subscription. We understand that this report is available in sections and we have indicated our subscription preference below. You will invoice us immediately for the full amount upon your acceptance of this subscription. We will pay this invoice 30 days after receipt. We understand that the price of the report will increase 7% after December 31, 2000.

Subscriber price list

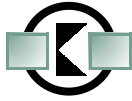
Individual segment reports—lawn care operators (LCOs), golf courses, institutional turf, nurseries and greenhouses, and landscape contractors—can be purchased separately for \$20,000 each. Vertical product line reports—preemergence herbicides, postemergence herbicides, insecticides, and fungicides—can be purchased for \$25,000 each.

Option	Cost prior to December 31, 2000	Cost after December 31, 2000	Client selection amount
<input type="checkbox"/> Total report, all segments	\$50,000	\$57,500	
<i>Segment report(s) only—covers all products</i>			
<input type="checkbox"/> LCOs <input type="checkbox"/> Nurseries/greenhouses			
<input type="checkbox"/> Golf courses <input type="checkbox"/> Landscape contractors			
<input type="checkbox"/> Institutional turf	\$20,000 per report	\$22,500 per report	
<i>Product line report(s) only—covers all market segments</i>			
<input type="checkbox"/> Preemergence herbicides <input type="checkbox"/> Insecticides			
<input type="checkbox"/> Postemergence herbicides <input type="checkbox"/> Fungicides	\$25,000 per report	\$26,750 per report	
<input type="checkbox"/> Database-a	\$1,000	\$1,050	
Total			

a- Database can only be purchased with the report.

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