

Profile Acquires DryJect® To Create Integrated System Of Aeration And Soil Modification

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BUFFALO GROVE, Ill. – Profile Products LLC is pleased to announce it has acquired DryJect® LLC, manufacturer of the revolutionary DryJect soil aeration system, to provide the most advanced soil solutions for the golf course and sports field industries. Following a recent announcement in March to partner with DryJect for soil aeration services, Profile's purchase of DryJect will combine two of the industry's leading, advanced technologies in aeration and soil modification to provide the most effective aeration services in the turf maintenance industry.

The purchase will combine DryJect's unique technology and franchise service network with Profile's agronomic expertise, market-leading products and extensive distribution network into an integrated system of aeration and soil modification. It offers golf course superintendents and groundskeepers aeration that is more flexible in terms of timing and is less disruptive to play while providing long-term agronomic benefits for their turf.

The DryJect system uses water to fracture the soil while simultaneously injecting large volumes of dry material that allows golf course surfaces to be usable and playable in one hour. Up to two tons of dry material may be injected per green. Using Profile™ Porous Ceramic (PPC) inorganic amendment in conjunction with the DryJect system provides turf professionals with the means to rebuild their soil structure during routine turf maintenance for long-term green health. PPC has been proven to be beneficial on thousands of golf courses, is endorsed by Palmer Course Design Company and is approved as written in the USGA's Recommendations for green construction. Using PPC with the DryJect system saves golf course superintendents and groundskeepers time and money in maintaining their turf.

"Profile Products is tremendously excited about the union of these highly complementary companies," said John Schoch, president of Profile Products. "As a result of this acquisition, superintendents and turf professionals will aerate more efficiently, which will make their greens more playable more quickly and will require less maintenance, resulting in fewer complaints from players."

For more information, visit www.DryJect.com.

Question and Answers for Media Regarding Profile™ Purchase of DryJect®

Q: What is the news?

A: Profile Products LLC has purchased DryJect® LLC.

Q: Wasn't this announced already?

A: Profile announced in March that it had partnered with DryJect to provide advanced soil solutions for the golf course and sports field industries. The current news is that Profile has completed an outright purchase of DryJect.

Q: Why did Profile purchase DryJect?

A: Profile purchased DryJect for its mutual growth opportunities. DryJect's franchisees now have access to greater marketing and sales resources through Profile's worldwide network of inorganic amendment distributors. Profile has the most technologically advanced means of product delivery in turf maintenance and its distributors have more sales opportunities.

Q: Does DryJect's management change?

A: Former DryJect owners Peter Van Drumpt and Chris des Garennnes remain with the business as employees of Profile. They'll continue to lead the daily management and operations of DryJect services, will remain involved in the strategic evolution of the business and continue to be the direct contact for business operations.

Q: What were the terms of the sale?

A: The terms of the sale are confidential.

Q: What does this acquisition mean for golf course superintendents?

A: The acquisition combines DryJect's unique technology and franchise service network with Profile's expertise, products and distribution network into a convenient, all-inclusive delivery system. It offers golf course superintendents and groundskeepers more streamlined means of aeration that is more flexible, less disruptive of course play and provides long-term agronomic benefits for their courses.

Q: Will Profile mandate that DryJect franchisees use PPC for aerating?

A: No. However, Profile will continue to offer incentives to franchisees to promote the use of PPC. Training programs and education will continue to be provided to the franchisees, supporting their abilities to provide consultative sales of the DryJect service with PPC, to offer a complete solution that meets customers' needs.

Q: How does this acquisition affect DryJect's employees?

A: This acquisition means only positive changes for DryJect's employees. DryJect employees are employees of Profile and are now part of a much larger, growing and more diversified company, which can offer new opportunities for professional growth. DryJect's manufacturing and operations aren't changing locations and all employees' jobs are secure.

Q: How does this acquisition affect Profile's employees?

A: There is little to no impact on the daily activities of Profile's employees. Over the long term, however, Profile's employees will see continued company growth in key market segments as a result of the acquisition.

Q: How does this acquisition affect DryJect's franchisees?

A: This sale combines two of the industry's leading, advanced technologies in aerification and soil modification, which has positive potential for everyone involved. DryJect franchisees will be teaming up with Profile's large distributor network to service the golf and sports field markets to drive business to franchisees' doors.

Q: What does this acquisition mean for Profile's distributors?

A: Distributors can now offer their customers a better means of getting PPC into the soil, giving them new sales opportunities.

Q: What more can you tell me about DryJect?

A: DryJect provides technologically advanced aeration service through franchise operations. What makes the DryJect service unique is that it does not pull cores but, rather, fractures soil in the root zone and injects sand and/or inorganic amendments such as PPC directly into the soil. This is a much more effective and efficient means of delivering PPC into the root zone and a less disruptive means of aerification for golf course since there are no cores to clean up.

DryJect is headquartered in Ocean, New Jersey, has its manufacturing facility in Hatboro, Pennsylvania. Additional information can be found at DryJect's Web site: www.dryject.com.

Q: What more can you tell me about Profile Products?

A: Profile is headquartered in Buffalo Grove, Illinois and has manufacturing plants in Mississippi, Tennessee and North Carolina.