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Toro Named Official Provider of Utility Vehicles for 78th Annual Macy's Thanksgiving Day Parade®

BLOOMINGTON, Minn. (Nov. 23, 2004) – The Toro Company (NYSE: TTC) today announced it has been named the official supplier of utility vehicles for the 2004 Macy's Thanksgiving Day Parade®. Toro will join SpongeBob SquarePants, Disney's Chicken Little, Red and Yellow Brighten the Holidays M&Ms Chocolate Candies and the Weebles for the 78th annual Parade in New York City. The Parade takes place on Thanksgiving Day, 9:00-12:00pm, and will be broadcast on NBC.

The company recently signed a three-year agreement to provide Toro Workman® 2110 utility vehicles for use during the annual parade, as well as behind-the-scenes. A fleet of 42 utility vehicles will be delivered by Storr Tractor Company, a Toro distributor based in Somerville, N.J. The Workman utility vehicles will help guide the Balloons down the 2.5 mile Parade route, demonstrating the products' exceptional stability and traction.

“Since 1968, Storr Tractor Company has been serving the people of Long Island and areas of New York and New Jersey with Toro Turf care equipment,” said MaryLou Des Champs, president and CEO of Storr Tractor Company. “This is our third year supporting Macy's Thanksgiving Day Parade and we look forward to future participation.”

“This year we added a new invention called the Balloonicle for the Weebles,” states Robin Hall, executive producer of Macy's Thanksgiving Day Parade. “The new balloon concept was designed around a Toro Workman as the base. We know the Weebles, as well as all the other character balloons will be a big hit with the spectators and the television audience.”

Toro's Workman 2110 provides substantial versatility to the end-user. The Workman helps condition safe sports fields with infield grooming attachments. Additionally, a wide range of attachments including a canopy, solid and folding windshield, portable refreshment center, hard cab, brush guard and bumper, and many more attachments customize the Workman for landscapers, golf course superintendents, and homeowners.

In addition to Macy's Thanksgiving Day Parade, The Toro Company's products and services are used at global venues such as: the University of Notre Dame, the grounds at Walt Disney World Resort®, the infield at the Indianapolis Motor Speedway, the courts at Wimbledon and the links at St. Andrew.

About The Toro Company:

The Toro Company (NYSE: TTC), with \$1.5 billion in sales annually, is a leading provider of outdoor maintenance and beautification products for home, recreation, and commercial landscapes around the world. Together with its distributors, Toro provides innovative products, agronomic expertise and exemplary service that helps consumers and professionals maintain their landscapes. Visit the company website at www.thetorocompany.com. Distributor information is available at 1-800-803-8676.

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