



8111 Lyndale Avenue South, Bloomington, Minnesota 55420-1196  
❖952/888-8801 ❖952/887-8258

**Media Contact:**

Dawn Felepe Klehr  
Corporate Public Relations  
952-887-8930 or 952.994.2177 (cell)  
E-mail: dawn.klehr@toro.com  
Web Site: www.thetorocompany.com

---

## **Oakland Hills Relies on 40-Year Relationship with Toro to Prepare Course for 2004 Ryder Cup**

*Toro provides all turf maintenance and irrigation equipment for the September event*

**BLOOMFIELD TOWNSHIP, Mich. (September 7, 2004)** – As 80,000 spectators and a television audience of millions witness the top golfers from America and Europe compete in the 35<sup>th</sup> Ryder Cup Matches at Oakland Hills Country Club in Bloomfield Township, Mich., September 17-19, some of the hardest work will be happening behind the scenes. Nearly 100 turf maintenance experts will work countless hours using dozens of pieces of Toro equipment to prepare the course for this prestigious golf tournament.

“We’ve been preparing for this international event for more than five years, and Toro has been with us every step of the way,” said Steve Cook, golf course superintendent at Oakland Hills Country Club. “Obviously the course must look good, but our primary goal is to make the course playable and challenging for the talented athletes that will compete.”

The week prior and during Ryder Cup, the amount of equipment and the size of the workforce increases. Cook’s normal staff of 55 professionals, which has been preparing and grooming the course since 2000 in anticipation of the tournament, balloons to nearly 100 people with extra staff members and volunteers coming from around the country. Assigned to various pieces of Toro equipment, the turf maintenance experts will prepare the back nine and front nine of Oakland Hills’ South Course, which touts the reputations as “The Monster.”

“Every day throughout the Ryder Cup, Oakland Hills grounds staff will prepare the course in less than two hours, far shorter than the four or five hours normally needed to maintain the course,” said Rick Lohman, Toro’s director of national accounts. “We are proud to support them with efficient, reliable and time-saving solutions.”

-MORE-

To further ready Oakland Hills for tournament play, the irrigation system was replaced. Phase one of this two-phase project required installing a complex system of Toro irrigation products on the South Course to keep the turf playable and the surrounding landscape, lush and green. Phase two will focus on the North Course and will be finished shortly after the Ryder Cup. An Oakland Hills team of highly trained irrigation specialists is able to monitor the moisture levels and choreograph the watering patterns through a computer program with more than a dozen scenarios. A normal watering cycle adds moisture equivalent to one-tenth of an inch of rainfall.

“Toro got its start in the golf industry 90 years ago, by developing equipment for the Minikahda Golf Club in Minneapolis,” said Lohman. “Since that time, we’ve evolved into a global leader in golf course maintenance equipment. This is what we do best, and we are honored to be associated with Oakland Hills Country Club and to be a part of the prestigious 2004 Ryder Cup.”

The partnership of Toro and its expertise at major international golf championships through its network of distributors continues a tradition of the company’s involvement with golf and other sports. In addition to Oakland Hills Country Club, Toro serves as the primary supplier of turf maintenance and irrigation equipment for courses like Hazeltine National (site of 2002 PGA Championship), Valderrama (site of the 1997 Ryder Cup), Pinehurst Country Club (host of 1999 U.S. Open and the upcoming 2005 U.S. Open), the Brookline Country Club (1999 Ryder Cup) and the Old Course at St. Andrews (2000 British Open). Toro equipment and expertise are also utilized at a variety of other athletic venues, including all outdoor Super Bowl venues, the University of Notre Dame, the Indianapolis Motor Speedway, soccer’s World Cup and Disney’s Wide World of Sports complex.

**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](http://www.thetorocompany.com). Distributor information is available at 1-800-803-8676.

###