



**The Toro Company**

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**For Immediate Release**

**Industry Experts Promote the Need for Immediate Water Conservation and Efficiencies**

*Toro Irrigation invites industry experts to share their views on what needs to be done*

RIVERSIDE, Calif. (August 5, 2008) – Toro Irrigation, a division of The Toro Company, recently brought together landscape professionals and industry experts at its *Success Without Excess III* WaterSmart® Symposium (available online at [www.torowatersmart.com](http://www.torowatersmart.com)) to discuss the importance of water conservation methods in landscaping. Toro invited Stephanie Tanner, WaterSense® products lead for the Environmental Protection Agency (EPA); Mary Ann Dickinson, executive director for the Alliance for Water Efficiency; and Julian Gray, CEO of Smart Approved WaterMark, to share their expertise during the symposium.

During the WaterSmart Symposium, Tanner, Dickinson and Gray addressed how their different agencies are working to promote products and services that help conserve water, educate consumers on water conservation issues, and champion innovative solutions for sustainable water use around the home.

“To save water for future generations, we need to use water more efficiently now,” said Tanner. “Statistics prove how immediate this issue is — for example, approximately 30 percent of household water is used outside, and of that, up to 50 percent of landscape watering is wasted. In addition, at least 36 states are anticipating water shortages by 2013. Toro’s *Success Without Excess III* symposium offered a platform for us to discuss the immediacy of this issue with an international audience.”

Dickinson concurred with Tanner’s assessment of the importance of taking action on this issue. She said, “Water conservation now can help alleviate the pain of future shortages and the cost of dealing with them. The issue is that the average U.S. consumer is not aware of shortage issues, supply problems, or even economical efficiency opportunities. Building awareness through symposiums like *Success Without Excess III*, as well as through local, regional and national programs is key to changing behaviors.”

Gray rounded out the session with thoughts on how water conservation needs to be viewed as a sustainability issue, not just for drought crisis management.

For more information on the topic of water conservation, as well as other topics presented during the Toro WaterSmart Symposium, please go to [www.torowatersmart.com](http://www.torowatersmart.com).

Toro is committed to helping customers manage water in the most efficient way possible to protect one of the world's most precious resources. That's why the company has placed tremendous value in working with customers and researchers to discover new ways to use water more efficiently and responsibly. Water availability is an important issue that impacts everyone, and Toro will proudly do its part to help customers conserve water resources by providing irrigation technologies that eliminate excess water use.

### **About The Toro Company**

The Toro Company (NYSE: TTC) is a leading worldwide provider of turf and landscape maintenance equipment, and precision irrigation systems. With sales of nearly \$1.9 billion in 2007, Toro's global presence extends to more than 140 countries through its reputation of world-class service, innovation and turf expertise. Since 1914, the company has built a tradition of excellence around a number of strong brands to help customers care for golf courses, sports fields, public green spaces, commercial and residential properties, and agricultural fields. More information is available at [www.toro.com](http://www.toro.com).

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