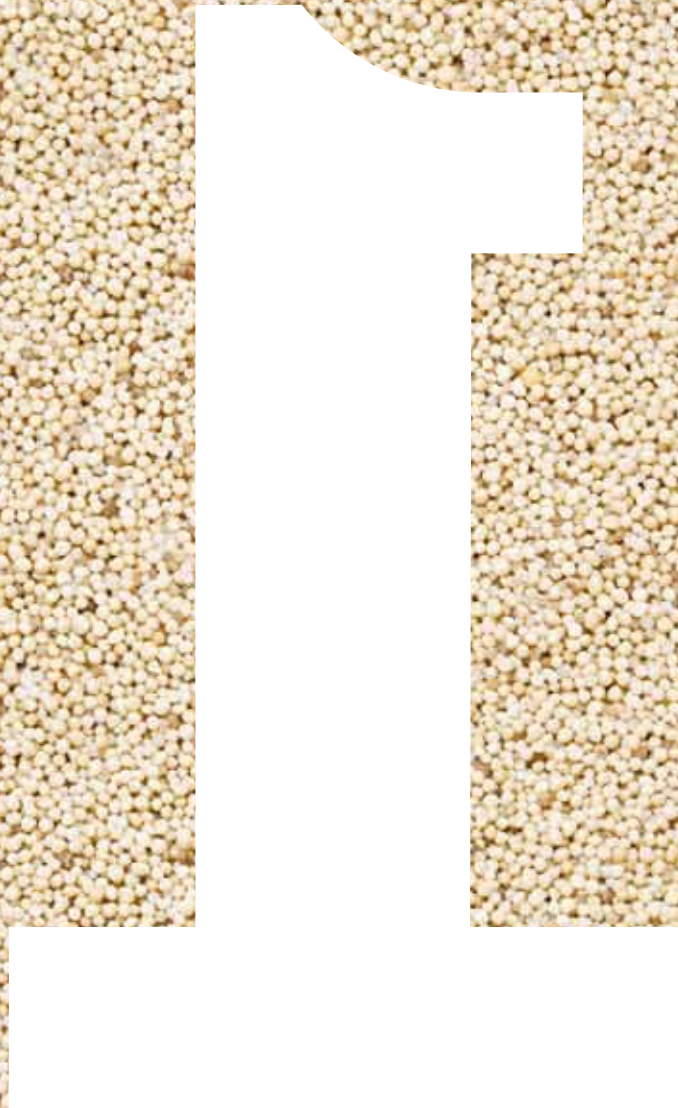


SPREAD IT  **FORGET IT**[™]
for greener turf all season long



**The Fertilizer Equivalent
of a Hole in One.**

**Your course deserves the best looking,
best playing turf all season long.**



**Now you can have it with just
ONE fertilizer application.**

Your #1 choice for a greener, healthier golf course.

Now golf course superintendents have an easy way to save time and free up labor for other important tasks: *Spread it & Forget it* is a new granular fertilizer, formulated to keep your course in top playing condition throughout the season with just one application.

Now available in a smaller 190 SGN size, *Spread it & Forget it* is an advanced, high-efficiency fertilizer that is DRIVEN BY DURATION CR™ Controlled-Release Fertilizer. It is designed to effectively feed golf course fairways and roughs for up to six months. In many parts of the country, one application of *Spread it & Forget it* will give you a full growing season of green, healthy turf.

Do more with less.

Add up the benefits of a single, long-lasting fertilizer application.

Less labor ✦✦✦ Make one fertilizer application instead of four, five or six—and you'll save the time associated with spreading fertilizer, freeing up your staff for other course maintenance.

Less nitrogen ✦✦✦ Because *Spread it & Forget it* feeds gradually, you use up to 40% less total nitrogen per year. Just two to three pounds of nitrogen per 1,000 square feet is all you need to keep your course lush, green, and healthy for six months or more. This means you'll save on fertilizer costs too.

Less clippings ✦✦✦ Avoid flush growth from the sudden release of nitrogen typical of ordinary fertilizers. Use less fuel and save money on mowing costs, while ensuring your course looks and plays its best, day in and day out.

More satisfied golfers ✦✦✦ Whether your customer is a touring pro, a weekend golfer or somewhere in between, you can rest assured your course will live up to everyone's expectations with less nitrogen burn and even distribution because of our patented controlled-release.

More environmentally friendly ✦✦✦ The innovative polymer coating is based on naturally derived plant oil and gradually meters nutrients to the turf root zone, which minimizes potential losses to the environment, atmosphere or groundwater. Plus, *Spread it & Forget it* is specially sized (190 SGN) to minimize the wear-and-tear impact and loss associated with heavy traffic from golfers, golf carts, and maintenance equipment.

What's in it for my course?

Your course gets beautiful, green turf, without the typical peaks and valleys of growth associated with standard fertilizer programs. And because of our high-tech coating, *Spread it & Forget it* delivers nutrients gradually throughout the growing season, so you maximize turf health while decreasing your annual fertilizer budget.

You'll also find that your members and the public will appreciate the environmental benefits of applying less nitrogen by using this unique new technology. Multiple fertilizer applications have a higher risk of off-target movement and loss to the environment.

Spread it & Forget it releases nutrients so efficiently you will deliver more fertilizer directly to the turf roots with fewer applications, less total nutrients per year, and less risk of nutrients leaching or being lost to the environment.

Golf Course Superintendents who have used it think you should, too.

In independent testing, *Spread it & Forget it* one-application fertilizer consistently worked as promised. In real-world situations, more than 100 turf professionals including golf course superintendents across the country trialed the product. The results of the trial program were overwhelmingly positive. After trying *Spread it & Forget it*, nearly every turf professional said they would be very interested in using it again.

The test group rated it strongly for promoting healthy, green turf while saving time and the labor costs associated with multiple applications. **Even more impressively, 95% of them said they would recommend *Spread it & Forget it* to a friend or colleague.**

When you compare fertilizers, you'll see there's no comparison.



To clearly illustrate the cost-savings and other advantages of *Spread it & Forget it*, we created an interactive savings calculator to walk you through some impressive numbers. Check out this user-friendly tool online at SpreaditandForgetit.com, and discover the potential savings for you and your course.

Typical FOUR Application Program = \$120.00

(Estimates based on: 100,000 square feet fertilized with a 30-0-7 blend with 50% slow release at 4 lbs. total N per 1,000 sq./ft. per year. Price per bag: \$15. Labor/overhead costs: \$2 per 1,000)

ONE Application of *Spread it & Forget it* = \$85.00

(Estimates based on: 100,000 square feet fertilized with a 35-0-5 *Spread it & Forget it* blend with 95% DURATION at 2.5 lbs. total N per 1,000 sq./ft. per year. Price per bag: \$45. Labor/overhead costs: \$2 per 1,000)

Have an iPhone? Go to the iTunes store, search "SiFi" and download our free app today!

How it works.

The key to the steady nutrient release of *Spread it & Forget it* fertilizer is an innovative polymer coating based on naturally derived plant oil. Water passes through this polymer membrane and dissolves the nutrients inside, and when activated by temperature, the dissolved nutrients pass through the membrane straight to the root zone, all at a controlled, predictable rate. That steady, long-lasting release enables one application of *Spread it & Forget it* fertilizer to continually and consistently meet your course's nutrient demands for six months, or all season long.

Because the nutrient release depends on temperature, it isn't affected by rainfall or irrigation. There's no need to worry about flush growth or nitrogen runoff from excessive moisture. The membrane coating is also very durable, so the granules stand up to rough handling.

What's in the blend?

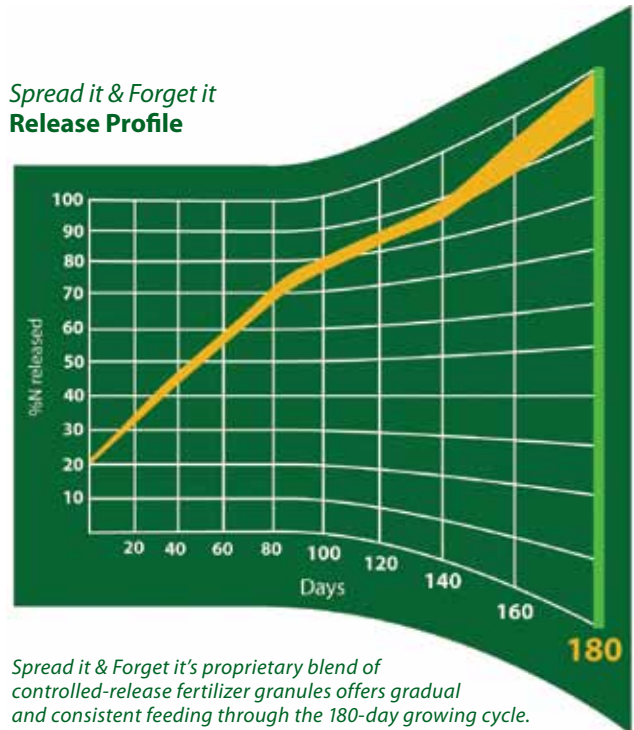
When you see the *Spread it & Forget it* brand, you'll know it is the highest quality—only top blenders and distributors have been selected to produce and deliver these products. Each *Spread it & Forget it* blend is built using several DURATION CR® technologies along with small amounts of soluble nitrogen and potash to ensure balanced, smooth nutrient delivery throughout the growing season. In addition, special formulas have been developed specifically for northern and southern climates to maximize performance for local conditions.



Don't forget the crabgrass control.

Spread it & Forget it blends are available with popular pre-emergent herbicides, like prodiamine and dithiopyr, to help you maximize your fertilizer application.

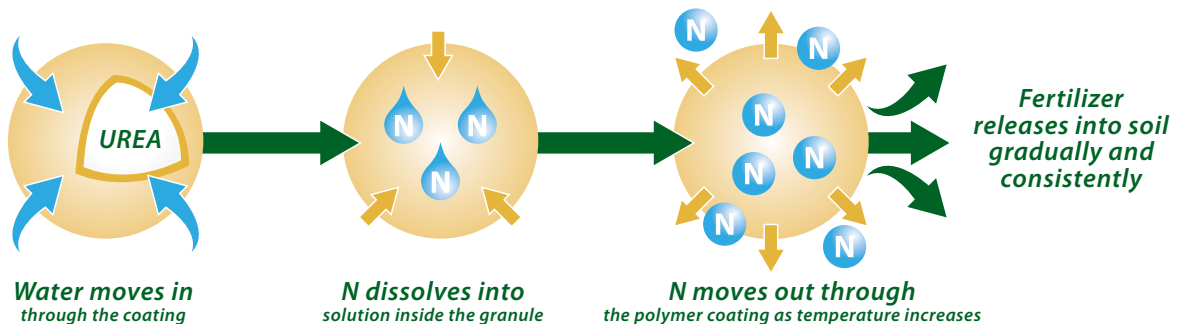
Spread it & Forget it Release Profile



Spread it & Forget it's proprietary blend of controlled-release fertilizer granules offers gradual and consistent feeding through the 180-day growing cycle. This control allows you to manage your fertilizer distribution and feeding schedule with just **one application** through the entire growing season.

Temperature-Controlled Diffusion

Within a week of application, *Spread it & Forget it's* polymer coating allows moisture in, which activates the encapsulated urea but doesn't release it. With *Spread it & Forget it's* 180-day release curve, the membrane gradually releases dissolved nitrogen over the entire growing season when triggered by temperature.



Spread it & Forget it with DURATION CR saves time, money and the environment:

- Make only a single application for green, healthy turf all season
- Available with or without pre-emergent crabgrass herbicides
- Free up your staff by fertilizing less often
- Reduce your annual fertilizer and maintenance budget
- Minimizes the traffic impact of golfers, carts and maintenance equipment
- Reduce your total annual nitrogen usage by up to 40%
- Lower the risks of excess nitrogen in the environment
- Minimize problems from surge growth

For more details, ask your fertilizer distributor about *Spread it & Forget it* DRIVEN BY DURATION CR. Or contact us directly at 888.757.0072 or **SpreaditandForgetit.com**.



Because *Spread it & Forget it* is committed to protecting and preserving our environment, the products all support The Fertilizer Institute 4R system, a new science-based approach to best fertilizer management practices. The 4R system calls for the Right Product, Right Rate, Right Time, and Right Place.