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Primeraturf Announces Agri-Turf Distributing as New Member

Atlanta, GA – July 17, 2014 – Primeraturf Inc. announced Agri-Turf Distributing, LLC as an owner-distributor of Primera. Agri-Turf Distributing is a California-based distributor of turf and ornamental, golf, nursery, vegetation management, and pest control products. The company is headquartered in Santa Fe Springs, California.

“We are pleased to add Rich Records and the Agri-Turf team to the Primeraturf family. With their deep roots in California’s specialties markets, they are an excellent addition to the Primera group in supporting our suppliers, and continuing our track record of building the Primera organization. To that end, Primera will continue to successfully maximize our owners and suppliers business opportunities. We look forward to this partnership, and supporting their continued growth,” said Chief Executive Officer John Gertz, Primeraturf.

For more information, contact Primera at (404) 823-2181 or go to www.primeraturf.coop