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FOR IMMEDIATE RELEASE

HUSTLER TURF SHOWCASES MOWING MARKET'S FUTURE: ELECTRIC ZERO-TURN RIDER

HESSTON, KS (Oct. '08) – Excel Industries, Hustler Turf Equipment is pleased to announce that the company will forever change the mowing market landscape with the introduction of the world's first electric zero-turn riding mower. The Hustler Turf Zeon™ will make its debut at the 2008 GIE+Expo in Louisville, Kentucky.

The new Zeon is all electric with power provided by a 48-volt computer-controlled battery system. On a single charge, the Zeon's 42-inch welded-steel mowing deck will quietly cut up to 80-minutes or more than an acre of grass, all without releasing harmful emissions. As cities across the nation implement noise ordinances and strict guidelines for when to mow and what to use, the Zeon offers a quiet, more eco-friendly alternative.

"This is a pivotal point in our history," said Adam Mullet, Marketing Director for Hustler Turf Equipment. "The country demands that companies look to the future and offer products that are a long-term solution for energy efficiency. At Hustler, we are looking to the future and we are proud to provide our customers with products that are both clean and efficient."

With the Zeon, operating costs are much lower than traditional gasoline-powered mowers. The Zeon eliminates the need and cost of fuel, spark plugs, oil, belts, pulleys and filters. In addition, the price of electricity tends to fluctuate less and cost less than gasoline.

Eliminating components that traditional gas-powered mowers contain does provide cost-efficiency for users, but perhaps more important is the productivity and work-efficiency that can be realized by switching to electric. The Zeon's quiet nature allows users to get more work done when they want, where they want.

Powered by battery, the Zeon is virtually silent while running – its operating sound is similar to the soft hum of a vacuum cleaner. This reduction in noise is something both commercial customers and residential customers will appreciate, as they will be able to cut grass based on their own schedules and in areas where noise restrictions may exist.

Additional Zeon features include a welded steel deck and tubular frame, 18" drive tires, 13" caster tires, SmoothTrak™ steering with patented automatic park brake system, and true zero-degree turning maneuverability. In residential settings, the Zeon will be covered by a three-year, limited warranty – parts and labor. In commercial settings, a one-year, limited warranty – parts and labor covers the Zeon.

For more information on Hustler Turf Equipment or its products, please contact us or visit us online at: www.hustlerturf.com.

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About Hustler Turf Equipment and Excel Industries, Inc.

Founded in 1960 and based in Hesston, Kansas, Excel Industries is a leading manufacturer of premium commercial and residential lawn care equipment, marketed under the Hustler Turf Equipment brand. Excel introduced the world's first zero-turn mower in 1964, and today has a global distribution network of over 1,200 US dealers and 40 worldwide distributors.