

**FOR IMMEDIATE RELEASE**

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### **DuPont Landscape Systems and ForeverLawn to Market Synthetic Grass**

ALBUQUERQUE, N.M., March 9 /PRNewswire/ -- DuPont Landscape Systems, a premier global supplier of landscape materials, and ForeverLawn, Inc., the leading synthetic grass company, are working together to market an innovative line of natural-looking synthetic grass products marketed under the brand name DuPont™ ForeverLawn® Select Synthetic Grass.

"DuPont has been a pioneer in the gardening and landscaping arena for years," said Jim Davis, product portfolio manager, DuPont Landscape Systems. "DuPont™ ForeverLawn® Select Synthetic Grass is a natural fit for the DuPont standard of excellence. ForeverLawn works hard to produce quality products, and we are excited to be working with them."

DuPont Landscape Systems plans to launch the new product line on its website and implement a cooperative plan with ForeverLawn to increase the products' market penetration in 2010.

DuPont™ ForeverLawn® Select Synthetic Grass is an innovative line of artificial turf that goes beyond the current offerings in the turf industry to provide an incredibly realistic look and feel. Providing a lush, well-manicured appearance, the synthetic turf features a low-sheen, multi-colored blade structure with a unique tan thatch to enhance the natural grass presentation. Developed on ForeverLawn's proprietary product platform, the turf utilizes a durable monofilament fiber that can withstand the wear and tear of heavy traffic. DuPont™ ForeverLawn® Select Synthetic Grass also offers ForeverLawn's premium backing system and requires minimal infill, for a long-lasting, low-maintenance, high-quality option to almost any landscape application.

The DuPont™ ForeverLawn® Select Synthetic Grass line includes four products: Select VR, Select LX, Select HD, and Select EL. Ranging in blade height, face weight, and green hues, each product offers its own level of uniqueness. Whether the application is a small backyard area, or a full-scale commercial project, DuPont™ ForeverLawn® Select Synthetic Grass is truly "grass without limits."

The two companies have worked together on other projects including the annual Epcot International Flower and Garden Festival at Disneyworld held each spring. DuPont and ForeverLawn joined forces along with other companies on a zero net energy retrofit project called the ReVISION House that was recently showcased by Building Media, Inc., in conjunction with the International Builders' Show in Las Vegas. ReVISION Vegas is designed to showcase a full spectrum of green retrofit technologies and home performance upgrades. DuPont™ ForeverLawn® Select VR was installed in the backyard of the home to maximize water savings, and provide a soft, beautiful, usable surfacing solution.

"Partnering on this innovative product line has provided a great opportunity for both ForeverLawn and DuPont," said Brian Karmie, vice president of ForeverLawn. "We are excited to join the quality family of products at DuPont Landscape Systems and bring this unique and innovative line of artificial grass products to even more people."

Visit the web site at [www.foreverlawn.com/news-dupont](http://www.foreverlawn.com/news-dupont) or call Donna Kent at 505.217.0177

#### **About ForeverLawn**

ForeverLawn provides innovative synthetic grass products to create better landscapes worldwide. In areas where real grass is difficult to grow or maintain -- due to high traffic or poor conditions -- ForeverLawn offers a realistic alternative that is beautiful, functional, and durable. In addition to its landscape lines, ForeverLawn also offers specialty products including K9Grass, SportsGrass, Playground Grass, GolfGreens, and SplashGrass.

ForeverLawn -- Grass without limits. [www.foreverlawn.com](http://www.foreverlawn.com)