

ForeverLawn selected as landscaping solution for The New American Home 2012

Premium artificial grass by ForeverLawn, the leading synthetic grass company, is one of many home innovations currently on display at The New American Home 2012 in Orlando, Fla. The 4,181 square foot home is part of a project that is built every year in conjunction with the National Association of Home Builders (NAHB) International Builders' Show (IBS). This year's home, designed by architect Phil Keane, showcases the latest advances in home design and sustainable building.

Synthetic grass by ForeverLawn was chosen for the landscaping in three areas of the home: the front yard, a custom pet area on the side of the home, and a unique outdoor living space. The front landscaping and the outdoor living area feature DuPont™ ForeverLawn® Select VR, the

most luxurious product in the ForeverLawn line, and the ForeverLawn product chosen for the pet area was K9Grass, the artificial grass designed specifically for dogs.

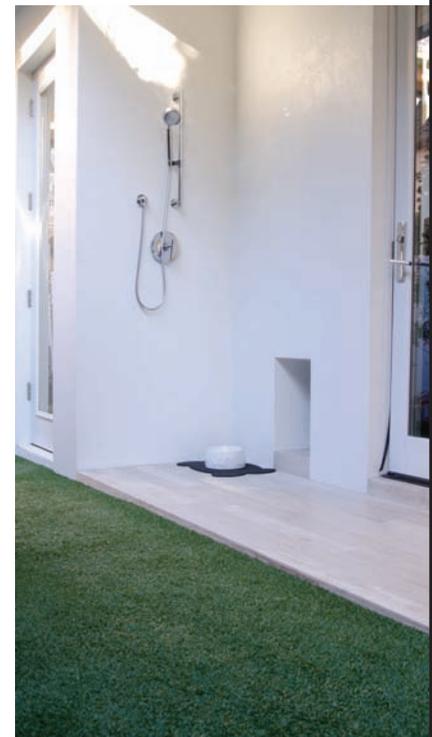


The New American Home has earned eight green building certifications, including NAHB Emerald and LEED Platinum status. ForeverLawn synthetic grass products are growing in popularity with green builders, since the turf can contribute towards satisfying credits under LEED in several categories, including SS 61, SS 62, WE 1, MR 4 and MR 6.

"The ForeverLawn turf looks incredible," said Scott Redmon, President of Redmon Design Company. "In addition to providing a beautiful, green appearance, the artificial grass also contributes to the home's efficiency since no water is required to maintain it." The grass also incorporates recycled and renewable components from Project Yellowstone and Project Grand Teton, two unique recycling initiatives

DuPont™ ForeverLawn® Select VR was chosen for The New American Home 2012 for its realism and sustainability.

K9Grass creates a unique dog run.





ForeverLawn synthetic turf completes the look of this upscale outdoor living space.

that collect plastic bottles from the national parks and recycle them into backings for turf and carpet products.

DuPont™ ForeverLawn® Select VR was selected for the project due to its remarkably realistic multicolored blade structure and textured tan thatch. The dense blade structure and thatch zone in the grass make it ideal for use around pools like the one found in The New American Home 2012, since infill material is kept to a minimum and stays in place. The turf is also soft to the touch, and features a proprietary multilayered backing for increased stability. These advanced features are important distinctions between a premium product such as this, and common artificial grass offerings. ForeverLawn products require minimal maintenance to stay lush and green, reducing emissions from lawn care equipment and eliminating the need for chemicals such as fertilizers and pesticides commonly used to maintain home lawns.

Another innovative feature of the home is the dog yard that is separate from the outdoor living space. Located on the opposite side of the home, the dog yard features K9Grass by ForeverLawn, the artificial grass designed specifically for dogs. Unlike the lush landscaping grass found in other areas of the home, K9Grass is

engineered to provide solutions for dog owners. The short, dense blade structure of K9Grass simplifies the removal of solid pet waste, and the knitted backing provides instantaneous drainage of liquid waste. The no-infill design of K9Grass is critical for pet use, since infill materials in traditional artificial grass installations can trap pet waste and odors. K9Grass also has antimicrobial agents built into the blades, and offers enhanced durability to withstand heavy dog use.

“This is our second year partnering with The New American Home project, and we are honored to be a part of it,” said Jim Karmie of ForeverLawn. “The focus on innovation and sustainable building fits in perfectly with the ForeverLawn mission, and our feedback on this project has been overwhelmingly positive. We even met a sod farmer visiting from Montana who was driving by the home and stopped in to inquire about what type of grass we were using. He was amazed to learn it was artificial, and his entire family had to touch the grass for themselves.”

The New American Home 2012 is open for viewing by registered attendees of the 2012 International Builders’ Show in Orlando, Fla., from February 8-11.

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 natural-looking alternative that is beautiful, functional, and durable. In addition to its landscape lines, ForeverLawn also offers specialty products including SplashGrass, K9Grass, SportsGrass, Playground Grass, and GolfGreens. ForeverLawn—Grass without limits. foreverlawn.com.