



John Deere Landscapes Unveils New Name



Dear Valued Customer,

Thank you for your business and for allowing John Deere Landscapes to be your partner as you move forward in this challenging and ever-changing industry.

Your priorities and requirements played a critical role during our 18-month journey to rebrand our company. During this extensive process, we solicited input from all stakeholders to help us replace one of the world's most iconic brands. We ultimately arrived at a name and identity that reflect our role as the industry leader focused on your success.

It is with great pride that we introduce our new name—SiteOne Landscape Supply—which will go into effect on October 19, 2015. The name SiteOne was inspired by our role as the green industry professional's **No. 1** destination for the materials, supplies, tools and expertise—providing you with what you need to grow and succeed. In short, SiteOne represents the following:

- Your **No. 1** choice for materials, supplies, tools, expertise and support.
- The **No. 1** provider of landscape supplies in North America.
- More locations than any other supplier, within reach of any job **site**.

Along with our new name, we are adopting a new logo that communicates our leadership position and reinforces our role as the green industry professional's primary destination between the home, office and jobsite. Our tagline "Stronger Together" describes our role as a strong link in the chain from our suppliers to your finished project: when we work together, we are all stronger and more successful.

We are proud to soon be SiteOne Landscape Supply and are excited to officially launch the new brand at the GIE+EXPO in Louisville, KY in October. In the following months you will see more communications about the new brand and you will begin to see changes taking place at our branches. We will, however, continue to serve you as John Deere Landscapes until October 19.

Thank you again for allowing us to be your partner. As SiteOne, we will have an exciting new look, but the foundation of our success will not change—exceptional associates at convenient locations with the high quality products and services that you have come to know and trust to help you achieve success. We will continue to build on this foundation to become an even more valuable partner in the future. We look forward to exciting times together in the coming years.

Sincerely,

Chief Executive Officer
SiteOne Landscape Supply

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Patterson, Mary

From: Vorous, Molly <MVorous@johndeerelandscapes.com>
Sent: Monday, October 05, 2015 1:39 PM
To: Patterson, Mary
Subject: FW: John Deere Landscapes Unveils New Name SiteOne Landscape Supply
Attachments: John Deere Landscapes Unveils New Name SiteOne Landscape Supply.docx



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Hi,
Starting October 19th, John Deere Landscapes name change goes into effect and we will be SiteOne Landscape Supply. Note that this is a *name change only*.
Everything else, including ***Our Federal ID remains the same.***
It looks like we have an ongoing contract for Project no. IFB150132 . With that said, is there anything you need from us (in addition to the attached) so that our new company name, SiteOne Landscape Supply, can be changed on your end? If there is please let us know. You can contact us at 216-706-9250 ex. 2550 or bids@johndeerelandscapes.com.

Thanks,

Molly M. Vorous
Senior Bids Representative
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