



CUB CADET PARTNERS WITH LANDSCAPING EXPERT, TV PERSONALITY JASON CAMERON TO LAUNCH PROGRAM SHOWCASING LAWN CARE PREP

***‘Ready Set Mow Challenge’ Encourages Sharing Photos of Mowing Activities
For Chance to Win A New Lawn Mower at the Cub Cadet Strongsville Experience***

Cleveland – March 21, 2016 – Cub Cadet, a leading U.S. manufacturer of lawn equipment, has partnered with landscaping expert and TV personality Jason Cameron to encourage homeowners to start their engines to fuel their pursuit of a great American backyard oasis.

The “Ready Set Mow Challenge” encourages homeowners to submit a photo of their lawn mowing activities for a chance to win a trip to an NHRA race and compete for a grand prize of the Cub Cadet XT Enduro Series lawn tractor – the first consumer mower equipped with an electronic fuel-injected engine.

“Many people take great pride in how their lawn looks, so now is the time start getting that lawn in shape and share it with others,” said Cameron. “Not only can you inspire others to take your lead and pursue a great backyard, but it can also result in a chance at some great prizes and experiences.”

The first mow of the season marks the beginning of the season-long goal to nurture their own “Welcome to Strongsville” area – the place where homeowners aspire to build their backyard retreats.

Posts that include #ReadySetMow #Sweepstakes could be selected to be spotlighted on the Cub Cadet social pages. Two finalists will be chosen at random in June to travel to Bristol, Tenn., as a VIP guest of Cub Cadet at the NHRA race and compete head-to-head in lawn mower feats of strength to win the Cub Cadet grand prize – a new XT Enduro Series lawn tractor.

Fans can also enter when they participate in Cub Cadet’s Strongsville Experience – a mobile showcase of the top Cub Cadet products as it tours nationwide. The tour features products and experiences such as:

Cub Cadet XT Enduro Series – For the first time ever, fans will be able to experience the new Cub Cadet 547cc EFI engine on the XT2 LX42 EFI Cub Cadet lawn tractors. Cub Cadet’s new EFI engine reduces emissions and delivers excellent fuel consumption – using up to 25 percent less fuel than carbureted engines.

Cub Cadet Powered by CORE -- This new line of hand held power equipment uses sophisticated CORE motor technology to deliver more torque with longer runtimes. With zero emissions, little noise and torque levels equal to two-cycle engines, it brings a new level of power to outdoor power equipment like string trimmers, hedgers and blowers.

Zero Turn Mowers – Cub Cadet pioneered zero-turn mowers with steering wheel technology and they continue to innovate with the world’s only electric zero-turn rider with steering wheel

control and four-wheel steering. Fans will be able to test out the maneuverability of Cub Cadet zero turns at the obstacles courses set up at the Test Drive Experience.

“The Cub Cadet Strongsville Experience will provide one-on-one interaction, hands-on demos, games and giveaways to inspire turning that backyard into an area of pride.” said Cameron.

Visit CubCadet.com/ReadySetMow to learn more about the program, official rules and when the Cub Cadet Test Drive Experience will be in your area.

About Cub Cadet

Established in 1961, Cub Cadet engineers, designs and builds outdoor power equipment using the highest quality components sourced locally and globally. Through a dedicated and extensive network of dealers and retailers, Cub Cadet delivers a full line of high performance power equipment and services that cover all aspects of grounds care for professionals and homeowners – including four-wheel steer zero-turn riders; lap bar zero-turn riders; utility vehicles; lawn and garden tractors, lithium ion- and gasoline-powered handheld and chore products; snow throwers and more. Based in Valley City, Ohio, Cub Cadet is recognized worldwide for its legacy in engineering excellence and its progressive dedication to exceeding owner expectations by delivering on its promise of better products, a better experience and better results. For more information on all Cub Cadet products, visit www.CubCadet.com.

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