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The Lawn & Garden Merchandise Council a Huge Hit with Industry.

MONUMENT, CO, April 18, 2005 – The Lawn & Merchandise Council is pleased to announce the initial launch of www.lgcouncil.org as part of its commitment to strengthen the industry and focus on the needs of buyers and manufacturers of lawn and garden products. The Lawn & Garden Merchandise Council is the piece of the Lawn & Garden puzzle that effectively brings the industry together to make it stronger, more productive, and more profitable.

Manufacturers, Buyers, Manufacturers Reps, Wholesale Distributors, Service & Supply Resources, and Trade Publications are all eligible for membership. Currently complimentary memberships are being offered for 2005 to qualifying lawn and garden industry professionals courtesy of the Council's Blue Ribbon Sponsors. These members are able to log on through our password-protected website to one of the most comprehensive databases in the industry.

Membership letters were sent out to over 3,400 lawn and garden manufacturers and industry reps. One free product listing is included with the free 2005 Manufacturer's Membership. Manufacturers have full access to industry support contacts and can post a comprehensive company profile and product catalog.

Over 6,200 Buyers letters will be sent out next month. Buyers can search for companies and can view contact information, company profiles, product photos, and descriptions, in addition to requesting product quotes online.

The Blue Ribbon and Affiliate Sponsors are receiving invaluable exposure throughout the industry on www.lgcouncil.org. Sponsors offer valuable discounts, resources, and benefits to the members of the LG Council. Sponsorship opportunities are still available for qualifying lawn and garden industry organizations. Here are just a few of the Blue Ribbon Sponsors: LGMDA (The Lawn & Garden Marketing and Distribution Association), NLGS (The National Lawn & Garden Show), and GCP&S (Garden Center Products & Supplies).

Current LG Council Director, Sara Green, says, "The LG Council website is of major benefit to our members, but also to the entire lawn and garden community. Made up of industry professionals, the Council's Advisory Board with direct member input, works together to identify, address and report on industry issues, needs and trends, and develop programs and services that are valuable and beneficial to members."

Lawn & Garden Merchandise Council was created as a result of a meeting between key lawn & garden buyers, manufacturers and media personnel met to discuss the changes in the lawn and garden industry. Over 30 representatives of the industry were present at this meeting during the 2004 National Lawn & Garden Show.