

UGA LICENSES NEW SHADE TOLERANT BERMUDAGRASS

TifGrand™ (Tift No.4, ST-5) is the newest star in the world renowned Tif series!

Athens, GA.- The Tif series hybrid Bermudagrasses from the University of Georgia have long been considered the worldwide standard for residential, golf course and sports field applications. From 1959, with the release of Tifway(419), to the late 1990's when TifSport and TifEagle were released, UGA continued to shape the face of the landscape with genetically superior cultivars. The release of TifGrand™ (evaluated as Tift No.4 and ST-5), the world's first sterile triploid hybrid Bermudagrass with outstanding shade tolerance, extends and expands this proud heritage.

With the release of TifGrand™ Dr. Wayne Hanna, internationally respected USDA geneticist and UGA professor, and Dr. Kris Braman, also a professor at UGA, have developed a unique cultivar that will have an immediate and lasting impact on landscapes, golf courses, sports fields and the people and the industries that support them. UGA's renowned turfgrass breeding program focuses on identifying and developing breeding lines and hybrids that exhibit excellent overall turf quality while addressing specific concerns such as insect and disease resistance; shade, salinity and cold tolerances; decreasing maintenance requirements and improving the ecological impact of nutritional and water requirements of turfgrass. TifGrand™ was developed in that tradition.

Research and evaluation over the last decade have conclusively demonstrated that TifGrand™ maintains excellent density in 60% to 70% shade. In full sun, TifGrand™ has scored highly in Overall Turf Quality in the independent National Turfgrass Evaluation Program trials (NTEP). It has excellent tawny mole cricket non-preference; spreads by both stolons and rhizomes; and requires lower fertilizer (nitrogen) and water inputs than previously released Bermudagrasses. TifGrand™ is dense, with a fine, dark-green blade that accumulates minimal morning dew. This alone will prove significant in golf course applications by reducing the maintenance necessary for the removal of dew from tee boxes for morning play.

In NTEP mowing height trials at 1/2" to 3/4", TifGrand™ was rated for overall quality almost equally with Tifway(419) and TifSport; at 3/4" to 1", TifGrand™ was rated favorably compared to Tifway(419), TifSport and Patriot. Trials at 5/32" are underway.

Patrick O'Brien of the USGA Green Section, Southeast Region, has stated "ST-5 (TifGrand™) will be popular for use at shaded rough areas, shaded tees and shaded lawns...No other putting green Bermudagrass ever has shown shade tolerance and this development will help many courses...."

The Turfgrass Group, Inc. (TTG) of Fort Valley, Georgia has been selected by New Concept, LLC (licensor) as the exclusive licensing agent for TifGrand™. This unique shade tolerant hybrid Bermudagrass will join TTG's impressive list of improved proprietary turfgrasses, including TifBlair™, T-10, JaMur™ and Zeon™. These superior cultivars embody TTG's firm belief that the future and financial security of today's turfgrass producer depends on providing the customer with superior cultivars that have been scientifically performance evaluated and that will provide consistency in practical applications over time.

TTG is dedicated to the same strict oversight and quality controls that Dr. Hanna demands in his research and evaluations. Bill Carraway, TTG's Vice President of Marketing, says it best: "The Turfgrass Group's strength lies in our insistence on the objective reality of science as the only secure foundation for the release of any new turfgrass." TifGrand™ will be grown exclusively as a certified turfgrass and all licensed growers will be required to meet stringent crop certifying agency requirements and undergo careful, continuous monitoring to insure the ongoing purity and uniformity of this outstanding new hybrid for producers and users alike.

A very limited number of producers will be licensed beginning Summer, 2009 and it is expected that TifGrand™ will reach the marketplace in 2010.

TTG will furnish the production network of TifGrand™ with extensive scientific and marketing support, supplying producers and users with pertinent, useful research findings and marketing materials.

TifGrand™ is an outstanding continuation of the Tif heritage and extends the tradition of excellence that has come to be expected from the fields of UGA and, indeed, from all of the turfgrasses licensed by The Turfgrass Group, Inc.

For more information on licensing opportunities, please contact Bill Carraway, Vice President of Marketing, The Turfgrass Group, Inc. at (770) 207-1500 or visit our website at www.theturfgrassgroup.com.