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CUB CADET LAUNCHES HIGHLY-ACCLAIMED, MULTIPLE-AWARD WINNING ELECTRIC ZERO-TURN RIDING MOWER NATIONALLY

International Consumer Electronics Show Honors Cub Cadet ZERO with Innovations Design & Engineering Award, Recognizes Technology as Powering the Future of Lawn Care

Las Vegas, NV and Cleveland, OH – January 6, 2014 – Cub Cadet, the leader in outdoor power equipment, is excited to announce extended market availability of the RZT S™ ZERO, the world's first fully-electric zero-turn riding mower with steering wheel control and four-wheel steering technology.

An extension of Cub Cadet's proven, award-winning line of zero-turn mowers, the ZERO provides the industry leading benefits of zero noise, zero gasoline or oil, zero gasoline emissions and zero belts or filters to change. The ZERO was first introduced to select markets in the spring of 2013, and has since earned global award recognition, media commendation, and enthusiastic response from the thousands who test drove it during the 2013 Cub Cadet Test Drive Experience Tour.

Based on this response, Cub Cadet is expanding availability of the ZERO to more markets across the country, starting in spring 2014. To locate the nearest independent dealer where the ZERO is available, visit cubcadet.com/zero.

Cub Cadet in Las Vegas
The ZERO is on display today at the 2014 Digital Experience!, a global media event known as the "electronics extravaganza on the eve of the Consumer Electronics Show." At the event, media from around the world can experience the advantages of zero-turn mowers first-hand and take a deep-dive into the cutting-edge technology powering the future of lawn care.

The Cub Cadet ZERO is also being honored by the International Consumer Electronics Show (CES) in the Eco Design and Sustainable Technologies category of its annual Innovations Design and Engineering Awards. This year's other winners include Samsung Home Appliances, LG Electronics, Allure Energy, and SWITCH Lighting. This recognition is the second of global prestige for the ZERO in recent months. It also received the coveted Breakthrough Award from Hearst Media's *Popular Mechanics* in October.

"It is a remarkable honor to get this award. Being recognized among the thousands of global innovations here at the International Consumer Electronics Show - products that are literally changing the way we live and work – is truly a privilege," said Jeff Salamon, Cub Cadet's director of marketing. "And it is a

privilege to work with a team so dedicated to bringing the future of lawn care to reality. We are certainly looking forward to bringing this breakthrough product to homeowners nationwide this spring, so they can experience for themselves that with the Cub Cadet ZERO, it's what you don't get that is most valuable."

The ZERO is the only fully electric zero-turn rider that is controlled by a steering wheel and patented four-wheel steering technology. This provides incredible maneuverability on all types of terrain and allows for greater straight-line tracking as well as traction and stability on hills. The advantages are immediately apparent with the ZERO's "no compromise" cutting performance that produces the Cub Cadet Signature Cut that customers have come to expect from the brand. The product is Cub Cadet's latest achievement in a history of innovation dating back to 1961, as well as an extension of the *Consumers Digest* Best Buy Award winning line of zero-turn mowers.

For more information about the RZT S ZERO, visit http://cubcadet.com/zero. To join the conversation, follow Cub Cadet at:

- www.Facebook.com/CubCadet
- www.Twitter.com/Cub_Cadet
- www.YouTube.com/CubCadetRidingMowers

About Cub Cadet

The leader in the outdoor power equipment industry, Cub Cadet engineers innovative, premium quality products. 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 the world's only 4-wheel steer zero-turn riders; lap bar zero-turn riders; utility vehicles; lawn & garden tractors, lithium ion- and gasoline-powered handheld & chore products; snow throwers and more. A global company based in the U.S., 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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