

EXHIBIT E

Toro Introduces Horizon App for Landscape Contractors



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BLOOMINGTON, Minn. – Landscape contractors know there's mountains more to running their business than just maintaining and enhancing properties. Whether it's helping track your crew and equipment, to automating your billing system and beyond, Toro's Horizon app empowers you to cut the chaos down to size.

You won't find another app on the market with so many productivity features built into one device. For example, you'll never miss getting paid for work that was lost or forgotten because of manual invoicing. You can also communicate in real-time with your team through the app for job notes/photos, proof of service and scheduling, among others.

"Our continued commitment is to put contractors in the driver seat to help manage the daily chaos flying at them from every angle," says Dave Francis, senior marketing manager at Toro. "Horizon is built to streamline a contractor's operation, but we put extreme focus on keeping the platform easy to use and implement. More importantly, Horizon was built to scale with contractors as they grow, from the start to finish of every day and every season."

This cloud-based app holds all your important business info in one place, including customer data, crew details, job schedules and much more. GPS technology allows you to provide remote job estimates, and geofencing lets you track your crew's movements and ensure your equipment is where it's supposed to be. Best of all, you don't need to own Toro equipment to utilize the app, as it's compatible with all brands.

Contractors and their crew will love the simplicity of Horizon. Once your crew uploads the software's app onto their phones, they simply log in using a secure 4-digit PIN number and they're ready to go. No tracking down email addresses or difficult training process!

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