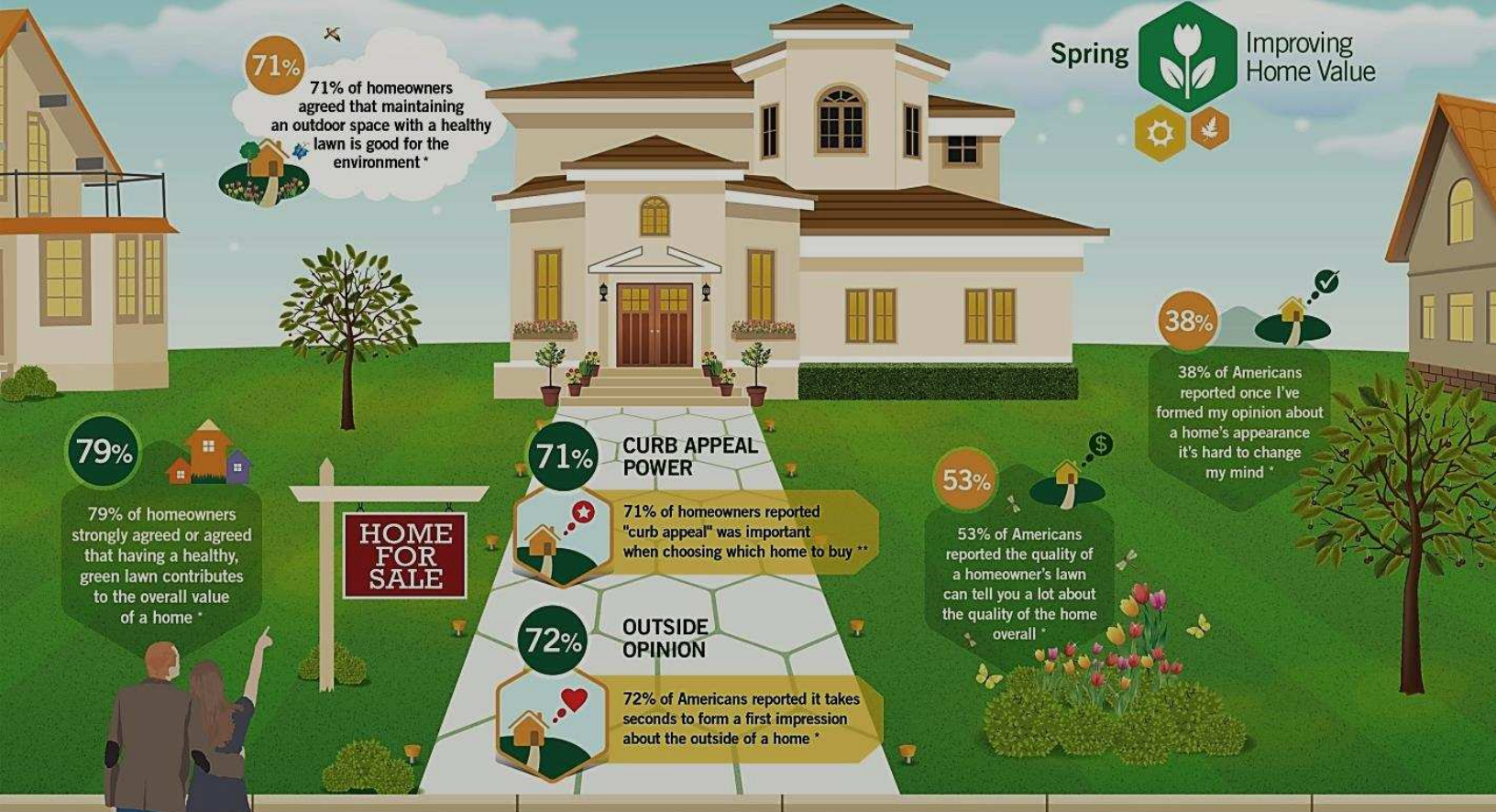


# Curb Appeal = Perceived Home Value



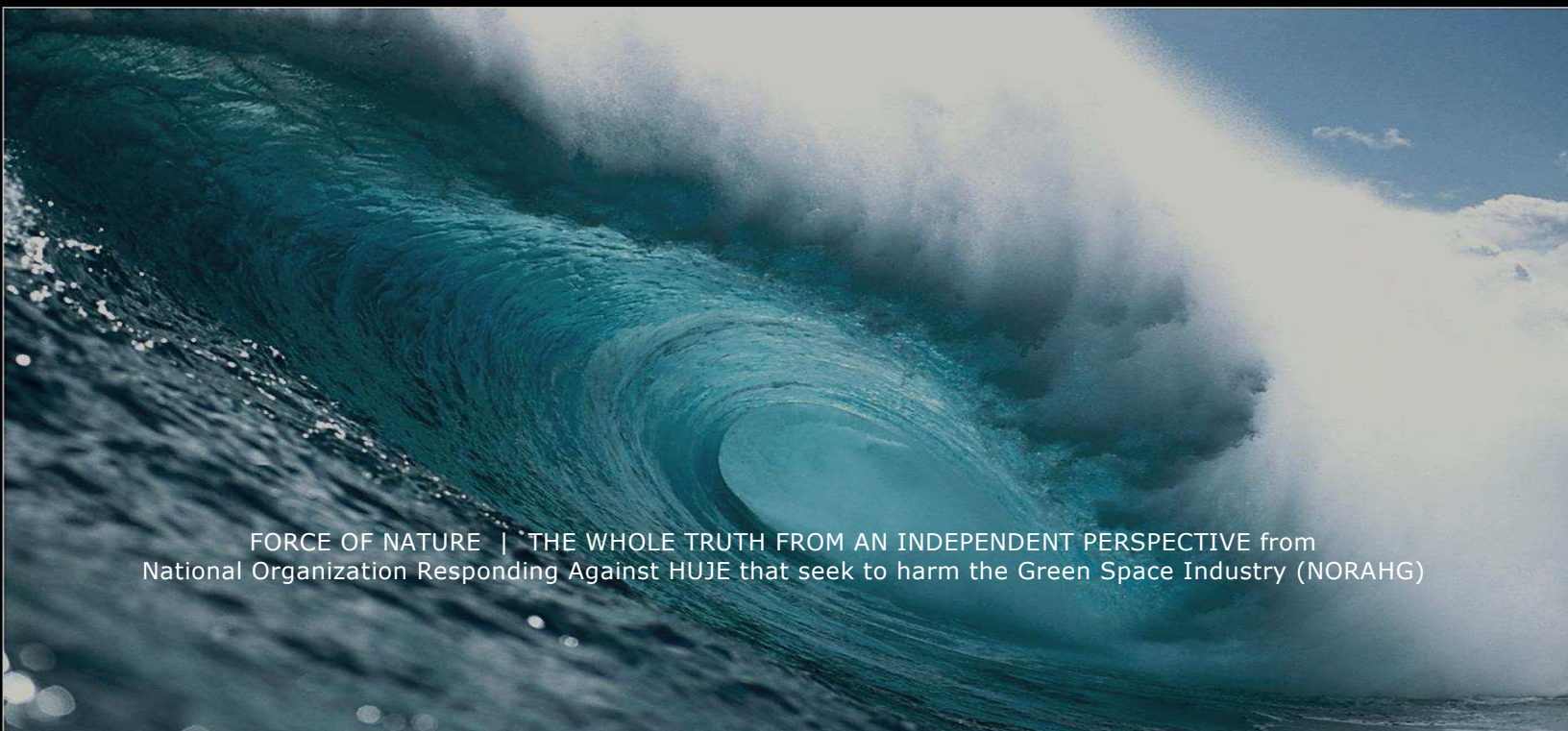
**TRUGREEN**  
Lawn Lifestyles National Survey

40<sup>th</sup>  
anniversary

\*TruGreen's Lawn Lifestyles National Survey was fielded from January 3 - 9, 2013, using the field services of ORC International (Opinion Research Corporation). The online omnibus survey was conducted among a nationally representative sample of Americans aged 18+ (n=2,000), with a margin of error of plus or minus 2.2 percentage points at the 95% confidence level. For questions that were asked among homeowners who are personally responsible for making decisions regarding their lawn care (n=829), the margin of error is plus or minus 3.4 percentage points at the 95% confidence level.

**NATIONAL ASSOCIATION of REALTORS®**

\*\*About the TruGreen Home Features Report conducted by the National Association of REALTORS: In October of 2012, a sample of households that had purchased any type of residence real estate during 2010 to 2012 and still owned the property were surveyed. The survey sample was drawn from a representative panel of U.S. households monitored and maintained by an established survey research firm. A total of 2,005 qualified households responded to the survey. There is a 95% confidence interval for the sample. Households were sampled to meet age and income quotas representative of all home buyers drawn from the 2011 NAR Profile of Home Buyers and Sellers.



FORCE OF NATURE | THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE from National Organization Responding Against HUJE that seek to harm the Green Space Industry (NORAHG)

The quality of the home-owner's lawn can tell you a lot about the quality of the home overall.

A NATIONAL SURVEY of home-owners reports that A HEALTHY AND GREEN LAWN EQUALS IMPROVED HOME VALUE.

Home-owners know that having a healthy, green lawn CONTRIBUTES TO THE OVERALL VALUE OF A HOME.

Home-owners also know that when buying a home, a GOOD LAWN will warrant a HIGHER PRICE.

CURB APPEAL, the initial feeling that home-owners get when looking at the exterior of a home, WAS IMPORTANT IN CHOOSING A HOME.

A well-maintained lawn and landscape CAN ONLY BE ACHIEVED with conventional pest control products and fertilizers.

The use of pest control products to enhance the Urban Landscape is GOOD FOR THE ENVIRONMENT.

For generations, the Modern Professional Lawn Care Industry has CONTRIBUTED EXTENSIVELY TO THE BEAUTIFICATION OF OUR URBAN LANDSCAPES, and THE PRESERVATION OF OUR ENVIRONMENT.

The Modern Professional Lawn Care Industry has adopted many OUTSTANDING, INNOVATIVE and INTERESTING IDEAS in order to provide THICKER, GREENER, PEST-FREE TURF AND ORNAMENTAL PLANTS.

This industry creates POSITIVE WAVES FOR SOCIETY.

The Modern Professional Lawn Care Industry MUST INFORM THE PUBLIC ABOUT ITS BENEFITS to the Urban Landscape.





# *Positive Waves*

## *TruGreen's Lawn Lifestyles National Survey Of America*

April 2<sup>nd</sup>, 2013

PRNewswire

Selected And Adapted Excerpts



# *Positive Waves*

## *Benefits Of A Healthy, Green Lawn Means Improved Home Value*

Is your yard helping or hurting you in getting top dollar for your house this home buying season ?

According to TruGreen's Lawn Lifestyles National Survey Of America, the MAJORITY OF HOME-OWNERS ( 79 per cent ) reported —

*... having a healthy, green lawn CONTRIBUTES TO THE OVER-ALL VALUE OF A HOME.*

And home-owners ( 56 per cent ) said —

*... when buying a home, a GOOD LAWN would warrant a HIGHER PRICE.*

In fact, more than half of Americans surveyed ( 53 per cent ) said —

*... the quality of the home-owner's lawn can tell you a lot about the quality of the home overall.*

TruGreen, a subsidiary of The ServiceMaster Company, is celebrating 40 years as the nation's largest professional lawn care service provider.

# Positive Waves

*National Survey Of Home-Owners Reports That  
A Healthy, Green Lawn Equals Improved Home Value*

## Curb Appeal Power

---

Curb appeal, or that initial feeling that home-owners get when looking at the exterior of a home, is important when selecting a house to buy.

TruGreen's Lawn Lifestyles National Survey Of America also revealed that the majority of Americans surveyed ( 72 per cent ) said « *it takes seconds to form a first impression about the outside of a home* » and those impressions take root, as over one-third ( 38 per cent ) said « *once I've formed an opinion about a home's appearance, it is hard to change my mind* ».

According to the National Association of REALTORS<sup>®</sup>, the majority of home-owners ( 71 per cent ) surveyed in the new TruGreen Home Features Report said **CURB APPEAL WAS IMPORTANT IN CHOOSING THEIR HOME.**

Most of the home-owners reported having purchased a home with a healthy, green lawn ( 71 per cent ) and well-maintained landscaping ( 72 per cent ).





# Positive Waves

## *Benefits Of A Healthy, Green Lawn Means Improved Home Value*

### Weeds Top of Mind

---

Invasive weeds are on home-owners' minds.

Treating and preventing weeds is home-owners' ( 34 per cent ) top area of interest for learning more about lawn care, according to TruGreen's Lawn Lifestyles National Survey Of America.

And while home-owners ( 54 per cent ) consider themselves knowledgeable about taking care of their lawn care needs, few seem to ace the test, on average scoring their lawn a C+.

According to Ben Hamza, Ph.D., TruGreen Expert and Director Of Technical Operations —

*Grass competes with weeds for space and nutrients.*

*Strengthening the health of turf will help your lawn win the war against weeds, such as dandelions.*



# *Positive Waves*

*National Survey Of Home-Owners Reports That  
A Healthy, Green Lawn Equals Improved Home Value*

## Survey Methodology

---

TruGreen's Lawn Lifestyles National Survey Of America was fielded from January 3 - 9, 2013, using the field services of ORC International ( Opinion Research Corporation ).

The on-line omnibus survey was conducted among a nationally representative sample of Americans aged 18+ ( n=2,000 ), with a margin of error of plus or minus 2.2 percentage points at the 95 per cent confidence level.

For questions that were asked among home-owners who are personally responsible for making decisions regarding their lawn care ( n=829 ), the margin of error is plus or minus 3.4 percentage points at the 95 per cent confidence level.

The TruGreen Home Features Report conducted by the National Association of REALTORS® was fielded in October of 2012 from a sample of households that had purchased any type of residence real estate during 2010 to 2012 and still owned the property.



## *Benefits Of A Healthy, Green Lawn Means Improved Home Value*

The survey sample was drawn from a representative panel of U.S. households monitored and maintained by an established survey research firm.

A total of 2,005 qualified households responded to the survey.

There is a 95 per cent confidence interval for the sample.

Households were sampled to meet age and income quotas representative of all home buyers drawn from the 2011 NAR Profile of Home Buyers and Sellers.

### About TruGreen

---

Celebrating its 40th anniversary, Memphis-based TruGreen is the nation's largest lawn care company, serving approximately 2 million residential and commercial customers across the United States with lawn, tree and shrub care.



# *Positive Waves*

*National Survey Of Home-Owners Reports That  
A Healthy, Green Lawn Equals Improved Home Value*

## About TruGreen ( continued )

---

As the industry leader, TruGreen continues to pioneer the development of new technology for lawn care and devotes substantial resources to evaluate new products and equipment.

The company is committed to responsible lawn care, including offering and promoting the use of natural services and sustainable practices.

Today, there are approximately 250 TruGreen branches in the United States and Canada, including about 50 franchise locations.

TruGreen is a subsidiary of The ServiceMaster Company, one of the world's largest residential and commercial service networks.

The company's brands include Terminix, TruGreen, American Home Shield, ServiceMaster Clean, Merry Maids, Furniture Medic and AmeriSpec.

The logo for TruGreen, featuring the word "TRUGREEN" in a bold, sans-serif font. A stylized leaf icon is positioned to the right of the text, partially overlapping the letter "N". A registered trademark symbol (®) is located at the bottom right of the word "GREEN".



# *Positive Waves*

## *Benefits Of A Healthy, Green Lawn Means Improved Home Value*

### About ServiceMaster

---

With a global network of more than 7,300 company-owned, franchise and licensed locations, Memphis-based ServiceMaster is one of the world's largest residential and commercial service networks.

The company's high-profile brands are Terminix, TruGreen, American Home Shield, ServiceMaster Clean, Merry Maids, Furniture Medic and AmeriSpec.

Through approximately 20,000 corporate associates and a franchise network that independently employs an estimated 31,000 additional people, the ServiceMaster family of brands provided services and products to approximately 8 million customers during the last 12 months.

The company's market-leading brands provide a range of residential and commercial services including termite and pest control; lawn, tree and shrub care; home warranties and preventative maintenance contracts; furniture repair; home inspections; home cleaning; janitorial services; and disaster restoration.

*The Modern  
Professional  
Lawn Care and  
Golf Industries  
Can Be Described  
As The Planet's  
GREAT  
CONSERVATIONISTS  
With Their Outstanding  
and Innovative Ideas*

The Modern Professional Lawn Care and Golf Industries can be described as the PLANET'S GREAT CONSERVATIONISTS with their OUTSTANDING AND INNOVATIVE IDEAS.

Day after day after day — written in the newspapers, heard on the radio, seen on the television, and displayed throughout cyberspace ...

... the Anti-Pesticide Movement ( a.k.a. the ecology or natural lawn care movement ) is urging for measures to TERRORIZE and DESTROY the Professional Lawn Care and Golf Industries, with ideas that have little basis in fact or science.

In fact, the use of pest control products to enhance the Urban Landscape is GOOD for the environment.

Turf and ornamental plants BENEFIT from the use of pest control products.

Nonetheless, the Anti-Pesticide Movement has gained some powerful allies, such as law-makers and policy-makers who are spineless and naïve co-conspirators.

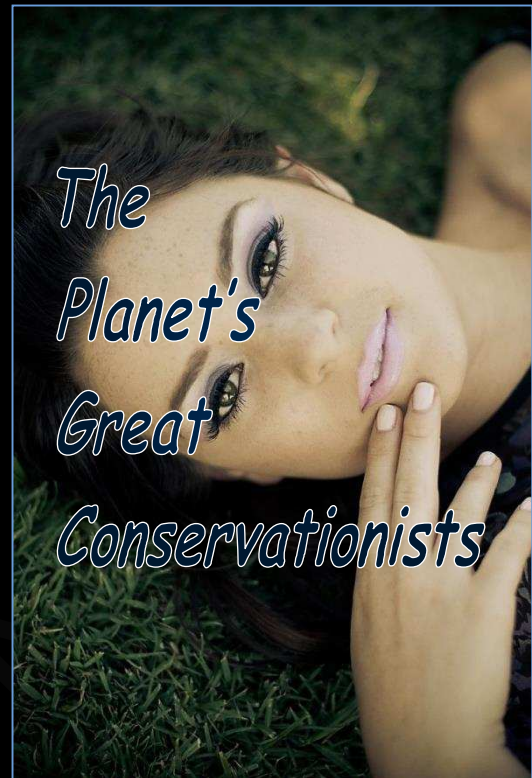
Many versions of the following phrase have been heard ...

... the world would be a better place if lawns and golf courses were maintained more ecologically or more naturally.

If each of us received five cents every time we heard this phrase, we would be literally spitting gold ingots.

Let's think for a minute !

Here is another phrase ... the public wants THICKER, GREENER, PEST-FREE TURF AND ORNAMENTAL PLANTS.



# The Planet's Great Conservationists

( continued )

How does this phrase really apply to the Modern Professional Lawn Care and Golf Industries ?

It's not complicated.

The Modern Professional Lawn Care and Golf Industries CAN BE DESCRIBED AS THE PLANET'S GREAT CONSERVATIONIST that supply the public with what it wants —

THICKER, GREENER, PEST-FREE turf and ornamental plants.

THICKER, GREENER, PEST-FREE turf and ornamental plants are the HIGH STANDARD of a MODERN LIFE-STYLE CHOICE.

The use of pest control products to enhance the Urban Landscape is GOOD for the environment.

Overall, turf and ornamental plants can be maintained with products that are GOVERNMENT-APPROVED, FEDERALLY-LEGAL, SCIENTIFICALLY-SAFE, and PRACTICALLY-NON-TOXIC, and CAUSE NO HARM.

For generations, the Modern Professional Lawn Care and Golf Industries have been MAINTAINING AND CONSERVING THE WORLD'S LARGEST GROUND COVER VEGETATION — TURF AND ORNAMENTAL PLANTS.



# The Planet's Great Conservationists

( continued )

The Modern Professional Lawn Care and Golf Industries have CONTRIBUTED EXTENSIVELY TO THE BEAUTIFICATION OF OUR URBAN LANDSCAPES, and THE PRESERVATION OF OUR ENVIRONMENT

By contrast, Anti-Pesticide Activists, and their Environmental Terrorist Organizations, can be more precisely identified as RADICAL PRESERVATIONISTS that could not care less about the beautification of our Urban Landscape.

Anti-Pesticide Activists PRETEND that the use of pest control products is not compatible with natural settings.

Nonetheless, Anti-Pesticide Activists have pretentiously proclaimed that the natural environment needs their stewardship.

Anti-Pesticide Activists are obsessed with preserving our world with ANTI-MODERNIST and ANTI-TECHNOLOGY thinking.

They thrive on JUNK SCIENCE, and resort to LIES rather than the truth.

Anti-Pesticide

Lunatics

prefer

JUNK

LAWNS

and

JUNK

LANDSCAPES



# The Planet's Great Conservationists

( continued )

It is a fact that Anti-Pesticide Activists are inherently OPPOSED to the modern maintenance of turfgrasses and the beautification of the Urban Landscape.

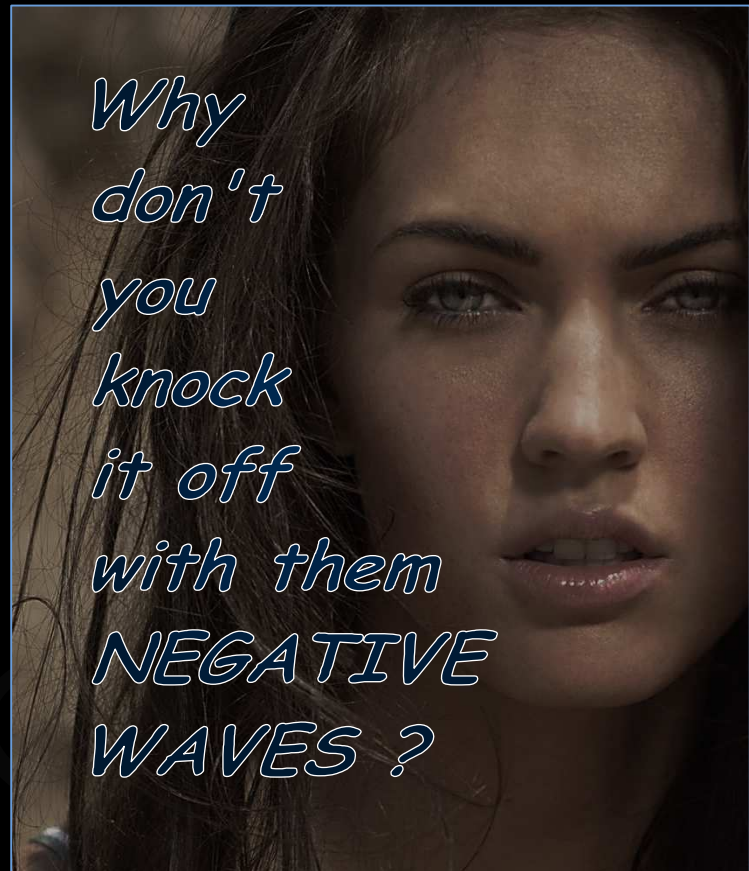
( One notable exception is Audubon International, but not Audubon state organizations. )

Anti-Pesticide Activists PREFER JUNK LAWNS and JUNK LANDSCAPES that are unaltered by human activity, and are INFESTED with damaging weeds, insects, and disease ... just as the Activists INFEST our society.

Anti-Pesticide Activists particularly DESPISE the cosmetic standards used for the maintenance of GOLF FACILITIES, which are arbitrarily considered too lofty.

Anti-Pesticide Activists are re-enacting the needless conspiracy against DDT.

They are proceeding to TERRORIZE and ANNIHILATE the Modern Professional Lawn Care and Golf Industries, just like they did with the makers of DDT !





*We must  
promote  
and defend  
the  
industry,  
whatever  
the cost  
may be !*



DISCOVER WHAT ANTI-PESTICIDE AND ENVIRO-LUNATIC TERRORISTS ARE DOING AND SAYING ABOUT SUBVERSIVELY IMPOSING THEIR LIFE-STYLE CHOICES AGAINST OUR SOCIETY.

We are living in THE 9/11 ERA OF ANTI-PESTICIDE AND ENVIRONMENTAL TERRORISM where at least ONE SUBVERSIVE ACT OF TERROR is Perpetrated EVERY SINGLE DAY by enviro lunatic activists.

Communities and businesses are being HARMED and DESTROYED and RAPED by PROHIBITIONS against pest control products used in the Urban Landscape, and other ACTS OF ENVIRONMENTAL TERRORISM.

We are living in the DARK AGE OF ANTI PESTICIDE TERRORISM where sound science is trumped by FAKE SCIENTISTS, JUNK SCIENCE and UN-VERIFIABLE SECRET EVIDENCE through FABRICATION, INNUENDO, and INTERNET RUMOUR — scientific research PROVES that pest control products CAUSE NO HARM and can be USED SAFELY.

An informed public is better able to protect itself and its communities and businesses from so-called activists who are THE LEAST QUALIFIED TO PROVIDE ANY ADVICE about pest control products or the environment.

NORAHG is the National Organization Responding Against HUJE that seek to harm the Green space industry, and the well being of our communities.

NORAHG morally represents the VAST SILENT MAJORITY of people associated with turf and ornamental plant maintenance who are OPPOSED to Anti Pesticide PROHIBITION and the CLOSURE or ABANDONMENT of green spaces under the RIDICULOUS PRETEXT of somehow « saving » the environment.

NORAHG is a NATIONAL NON PROFIT NON PARTISAN organization that does not accept money from corporations or governments or trade associations, and represents NO VESTED INTERESTS WHATSOEVER.

NORAHG is dedicated to reporting the work of RESPECTED and HIGHLY RATED EXPERTS who promote ENVIRONMENTAL REALISM and PESTICIDE TRUTHS.

NORAHG pledges to deliver comprehensive reports that are worthy of peoples' time and of peoples' concern, reports that might ordinarily never have breached the parapet.

NORAHG was the brainchild of William H. Gathercole and his colleagues in 1991. Mr. Gathercole is now retired, although his name continues to appear as founder.

Anti Pesticide HUJE are enviro lunatics and lawn haters who particularly DESPISE the golf industry — they are Hateful Underhanded Jokes as Environmentalists who have been WRONG FOR OVER 50 YEARS.

There is NO RECOURSE but LITIGATION against Anti Pesticide HUJE.

Another RECOURSE is to SEEK the CANCELLATION of GOVERNMENT GRANTS and REVOCATION of the TAX EXEMPT STATUS of Anti Pesticide Organizations.

HUJE should Get OFF Our grASS, and they should Roast In Hell.

NORAHG manages the Library of Force Of Nature Reports and References, which is a VAST ARCHIVE of REPORTS, MEDIA REFERENCES, AUDIO CLIPS, and VIDEOS on ALL Anti Pesticide Terrorist Acts of Subversion.

The purpose of this ARCHIVE is to provide information that will lead to a SUCCESSFUL LITIGATION AGAINST Anti-Pesticide Organizations.

All names, statements, activities, and affiliations have been ARCHIVED for the intention of eventual CRIMINAL CHARGES.

When CRIMINAL CHARGES for FRAUD and CONSPIRACY are laid, legal experts say that the ARCHIVE is sufficient to lead to a SUCCESSFUL PROSECUTION!

NORAHG also produces FORCE OF NATURE, reports that present THE WHOLE TRUTH FROM AN INDEPENDENT PERSPECTIVE about environmental issues, including anti pesticide terrorism.

FORCE OF NATURE is a series of reports destined for the green space industry, the environmental terrorist movement, governments, and the media, nationwide across Canada, the United States, and overseas.

FORCE OF NATURE is committed to SOUND SCIENCE, as well as ground breaking original reporting that informs, entertains, and around the globe.

On January 1st, 2009, FORCE OF NATURE Reports were launched for CONTINUOUS transmission on the Internet — however, the VERY FIRST Stand-Alone FORCE OF NATURE Report was issued on September 19th, 2008.

By early 2009, the reports were released no more than five times per week, but by August 25th, 2009, FORCE OF NATURE was produced on a DAILY basis.

On March 15th, 2010, Uncle Adolph independently launched The Pesticide Truths, an easy-to-use Web-Site that collects relevant reports of information right-off-the-press.

Pesticide Truths and Force Of Nature, in some ways, are like Google for everything concerning the SURVERSIVE ACTIVITIES of Anti-Pesticide and Enviro-Lunatic Terrorists.

By May 27th, 2010, Uncle Adolph expanded Pesticide Truths to a SECOND Blog-Site, and independently acquired the rights to archive the ENTIRE FORCE OF NATURE Library of Reports.

By mid-December 2010, ENTIRE FORCE OF NATURE Library of Reports was FULLY SUMMARIZED and CROSS-REFERENCED, and by early 2012, the library was archived on The Pesticide Truths Web-Site, in the form of Web-Pages.

The information presented in FORCE OF NATURE has been developed for the education and entertainment of the reader by providing a sequence of events WITH COMMENTARY, striving for accuracy in history, politics, and science.

FORCE OF NATURE is TOTALLY INDEPENDENT and provides NO guarantee regarding accuracy or completeness.

In no event shall FORCE OF NATURE be liable for any incidental or consequential damages, lost profits, or any indirect damages.

NORAHG also produces A LOOK AT, a series of reports providing TECHNICAL INFORMATION on issues such as Career Management, Golf Course Maintenance, Green Alternatives, Summer Stress, Turfgrass Pests, and Turfgrass Species.

Finally, NORAHG frequently responds to anti-pesticide and enviro-lunatic terrorists in LETTERS TO THE EDITOR in newspapers across Canada and around the world.

All information, excerpts, and pictures contained in FORCE OF NATURE, A LOOK AT, and LETTERS TO THE EDITOR were retrieved from the Internet, and may be considered in the public domain.

FORCE OF NATURE, A LOOK AT, and their various incarnations, was the brainchild of William H. Gathercole and his colleagues in 1991. Mr. Gathercole is now retired, although his name continues to appear as founder.

Here is a brief summary of Mr. Gathercole's career —

Fields of study — Horticulture/Agriculture, Mathematics, Physics

Alma mater — McGill University • University of Guelph • the first person ever to obtain university degrees and contribute to both the professional lawn care and golf maintenance industries

Expertise in — environmental issues and anti pesticide terrorism • turf and ornamental maintenance and troubleshooting • history of the industry • sales and distribution of seeds, chemicals, fertilizers, and equipment • fertilizer manufacturing and distribution

Notable activities — worked in virtually all aspects of the green space industry, including golf, professional lawn care, distribution, environmental compliance, government negotiations, public affairs, and workplace safety • supervisor, consultant, and, programmer for the successful execution of hundreds of thousands of management operations in the golf and urban landscape, as well as millions of pest control applications • advisor, instructor, and trainer for thousands of turf and ornamental managers and technicians • pesticide certification instructor for thousands of industry workers • founder of the modern professional lawn care industry • prolific writer for industry publications and e-newsletters • first to confirm the invasion of European Chafer insect in both the Montreal region and the Vancouver / Fraser Valley region • with Dr. Peter Demoeden, confirmed the presence of Take All Patch as a disease of turf in Eastern Canada • with Dr. David Shetlar, confirmed the presence of Kentucky Bluegrass Scale as an insect pest in South Western Ontario, and later, in the Montreal and Vancouver regions

Special contributions — creator of the exception status that has allowed the golf industry to avoid being subjected to anti pesticide prohibition • creator of the signs that are now used for posting after application • co-founder of annual winter convention for Quebec golf course superintendents • the major influence in the decision by Canadian Cancer Society to stop selling for profit pesticide treated daffodils • the only true reliable witness of the events of anti pesticide prohibition in the town of Hudson, Quebec • retired founder of FORCE OF NATURE and A LOOK AT reports

Notable award — the very first man of the year for contributions leading to the successful founding of Quebec professional lawn care industry, which served as a beach-head against anti pesticide activists in the 1980s and 1990s

Legacy — Mr. Gathercole and his colleagues ... designed and implemented strategies that reined anti pesticide activists to provide peace and prosperity for the entire modern green space industry across Canada • orchestrated legal action against anti pesticide activists in the town of Hudson, Quebec • launched the largest founding professional lawn care business in Canada • quadrupled the business revenues of one of the largest suppliers in Canada

Mr. Gathercole is now retired, although his name continues to appear as founder of FORCE OF NATURE and A LOOK AT reports.