



NEWS RELEASE

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Toro and Major League Fishing Announce Sponsorship Agreement

Toro Named Exclusive Lawn Mower Provider of Major League Fishing Bass Pro Tour, Title Sponsor of Bass Pro Tour Stage One at Sam Rayburn Reservoir

TULSA, Okla. (Feb. 16, 2021) – Major League Fishing (MLF), the world’s largest tournament-fishing organization, and Toro, a leading worldwide provider of innovative solutions for the outdoor environment, announced today a sponsorship agreement that will showcase the Toro brand to millions of outdoor and fishing enthusiasts. The tremendous marketing benefits offered by MLF in digital assets, social media and connections with the top anglers in the world make the organization a perfect fit for Toro, now the exclusive lawn mower provider of the MLF Bass Pro Tour.

“We are pleased that another major non-endemic brand has tapped into the sport of professional bass fishing,” said Jim Wilburn, MLF President and CEO. “Our MLF fans and anglers have shown tremendous loyalty to our sponsors’ products, and we are confident that Toro will find this partnership extremely beneficial. Toro is a great brand, and we’re excited that they’ve chosen the Bass Pro Tour to showcase their products.”

Toro has been named the title sponsor of the Bass Pro Tour Stage One event at Sam Rayburn Reservoir and will sponsor the “Toro Cut Line” – a television feature segment that will showcase anglers that are on the elimination bubble at each event. Toro will also receive exclusive exposure across numerous MLF media platforms, including its many tournaments and activation opportunities, website and MLF social media outlets.

“The partnership with Major League Fishing and Toro is a natural fit,” said Greg Janey, Toro VP of Residential and Landscape Contractor Businesses. “We’re avid fishing fans – and so are our customers. We’re thrilled to partner with Major League Fishing and two outstanding anglers in Jeff and Brent for the 2021 season.”

Bass Pro Tour anglers Jeff Sprague of Point, Texas, and Brent Chapman of Lake Quivira, Kansas, have been selected to represent Toro as brand ambassadors while competing across the country on the 2021 Bass Pro Tour. Sprague has finished in the top 5 of the ultra-competitive Angler of the Year race in each of the last two seasons, while Chapman finished the 2020 season ranked No. 12 and will look to build on his more than \$2.2 million in career earnings.

“When I represent a major sponsor, it needs to be a company that I believe in and can really endorse wholeheartedly,” Sprague said. “I am honored to represent Toro in 2021. The company has been around for more than 100 years and they are known for upholding the highest of standards throughout their product line. That is extremely important to me, and I know this will be a successful partnership. I am extremely excited to get the 2021 Bass Pro Tour season underway.”

Along the same lines, Chapman said, “Having the support of a great sponsor like Toro is amazing and extremely valuable while I’m competing on the Bass Pro Tour. Now that we live on 20 acres and have a big beautiful lawn to mow, it’s great

to have my Z Master 4000 from Toro to make the job fun and easy. The comfort of MyRIDE suspension and the great cut I get from the Turbo Force deck allows me to save time and get back to working on tackle and prepare for competition. Last year was a phenomenal season, and I'm looking forward to carrying that momentum for Toro right into 2021."

For more information about MLF, their tournaments and sponsors, visit [MajorLeagueFishing.com](https://www.MajorLeagueFishing.com). To learn more about Toro, visit [Toro.com](https://www.Toro.com).

About The Toro Company

The Toro Company (NYSE: TTC) is a leading worldwide provider of innovative solutions for the outdoor environment including turf and landscape maintenance, snow and ice management, underground utility construction, rental and specialty construction, and irrigation and outdoor lighting solutions. With sales of \$3.4 billion in fiscal 2020, The Toro Company's global presence extends to more than 125 countries through a family of brands that includes Toro, Ditch Witch, Ventrac, Exmark, BOSS Snowplow, American Augers, Subsite Electronics, HammerHead, Trencor, Unique Lighting Systems, Irritrol, Hayter, Pope, Perrot, Lawn-Boy and Radius HDD. Through constant innovation and caring relationships built on trust and integrity, The Toro Company and its family of brands have built a legacy of excellence by helping customers work on golf courses, sports fields, construction sites, public green spaces, commercial and residential properties and agricultural operations. For more information, visit www.thetorocompany.com.

About Major League Fishing

Founded in 2011, Major League Fishing (MLF) brings the high-intensity sport of competitive bass fishing into America's living rooms on Outdoor Channel, Discovery, CBS, CBS Sports Network, World Fishing Network, Sportsman Channel, and on-demand on MyOutdoorTV (MOTV). According to Nielsen ratings, Major League Fishing remains the number one series on Outdoor Channel for five years and MLF premiered as the number one outdoor show in their time slot on Discovery in 2019.

In 2019 MLF acquired FLW, which expands their portfolio to include the world's largest grassroots-fishing organization, including the strongest five-biggest-fish format professional bass fishing tour, the MLF Tackle Warehouse Pro Circuit presented by Bad Boy Mowers, as well as the MLF Toyota Series, MLF Phoenix Bass Fishing League presented by T-H Marine, MLF Abu Garcia College Fishing presented by YETI, and MLF High School Fishing presented by Favorite Fishing.

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