

**For Immediate Release**

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The Lawn and Garden Performance Group, LLC, is on the “Grow” to serve its  
Lawn and Garden Manufacturer Clients

Scottsdale, AZ –

The Lawn and Garden Performance Group, LLC founded in 1999 by Rick Pontz, recently announced the expansion of its services and employee base.

“Due to the increased demand from our customer base, Lawn and Garden Product Manufacturers, we have increased our staff and services to meet the needs of our clients. We are very excited about the direction we are taking to better serve our client base,” said Rick Pontz, president, The Lawn and Garden Performance Group, LLC.

Those experts who have joined the company include: Dan Battles, Vice President of Sales and Marketing. Mr. Battles has over 25 years experience in sales and sales management of key hard lines categories to all classes of retail trade, including distributors. Over the last ten years, Dan has worked almost exclusively in both the lawn & garden and hardware industries. This experience has included working with major manufacturers and major retailers in sourcing goods from Asia. Dan has made numerous trips to China and other Asian countries in developing many of these programs.

John McAdam is the Managing Partner of Mergers and Acquisitions /Strategic Alliances Division. Mr. McAdam has over 16 years experience merging, divesting, acquiring companies for a variety of strategic and financial reasons. In addition to buying, selling and joint venturing companies, John also advised and located partners for agreements in product distribution, marketing rights, strategic alliances, cross branding, and licensing for client companies. John earned an MBA from the Wharton School at the University of Pennsylvania and also teaches a Strategic Business Planning course at the Wharton Small Business Development Center.

Kathy Poupore is the Public Relations and Media Director. Ms. Poupore has fifteen years experience in public and media relations, sales and marketing with an emphasis in communications. She works with The Lawn and Garden Performance Group clients to grow their business through management of public and media relations, product sales to Mail Order/Catalogs, Online Catalogs and Television Shopping Networks.

The Lawn and Garden Performance Group provides a full range of services including mergers, acquisitions and strategic alliances expertise; business plans & budgets; mail order catalog and direct marketing sales; recruiting, training and managing a direct sales force and manufacturers representative agencies; and product packaging and design.

Visit [www.lgpg.com](http://www.lgpg.com) to learn more about The Lawn and Garden Performance Group.

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