

Shindaiwa Promotes from Within to Form Strengthened Management Team

Tualatin, Oregon (February 6, 2007) – In an effort to fully support the company’s aggressive growth initiative, Shindaiwa, Inc President Tom Bunch recently disclosed several important management changes in an all employee meeting.

“With the solid support of our network of independent distributors and servicing dealers, Shindaiwa has realized incredible growth and success during the past 25 years”, said Bunch, “However, the world is moving faster and faster each day - what is acceptable today will not be acceptable tomorrow. This means businesses must be ever faster and flexible in their planning and general responsiveness.” In response, the company initiated several key managerial adjustments and promotions.

Tom Bunch will remain President and Chief Executive Officer of Shindaiwa, Inc and have overall management responsibility, but, in a modified role. As a member of the Board of Directors, Bunch’s first priority is to represent Shindaiwa, Inc interests with senior management personnel from the Shindaiwa Corporation, the parent company located in Hiroshima, Japan. According to Bunch, “I will focus my attention on strategic resource planning, financial stewardship, our business development initiative program, and continued organizational improvements to provide a strong Shindaiwa team today and in the future.”

A seasoned Shindaiwa veteran since 1981, **Jorge Lazo** is promoted to Executive Vice President and Chief Operating Officer. Lazo is responsible for leading the operational part of the business. “With his high familiarity with our global Shindaiwa business, strong work ethic and an educational background in Industrial Engineering Jorge is well-suited for the job”, Bunch said. Lazo reports to Tom Bunch.

In accepting new responsibilities for the company last year, **Jon Ferguson**, Vice President of Supply Chain and **Dennis Stauch**, Vice President of Engineering and Manufacturing have already made significant contributions and progress. Both report to Jorge Lazo. “Jon is leading the charge in our collaborative planning processes and ‘SIMON’ - the Shindaiwa Interactive Management Operations Network. Dennis is shuttling back and forth to Japan and providing active leadership to our upcoming and vitally important Semi-Professional Products Project Team”, Lazo said.

Greg Imus is promoted to Vice President of Sales, Marketing, and Technical Services and reports to Jorge Lazo. Imus has logged more than 20 years of service with Shindaiwa in a variety of sales and marketing leadership roles in both North America and International markets. According to Lazo, “Greg is one of the few people comfortable and capable working both the sales and marketing disciplines. I’m certain Greg will accomplish a lot of good things.”

Reporting to Tom Bunch in a revised role is **Mike Nichols**, Vice President of Business Development. According to Bunch, “More than anyone else in the organization Mike is the best suited to head up our Business Development functions and I am very confident he will do a superb job. Mike has both book smarts with an MBA in marketing and street smarts in that he is an outstanding deal maker. Without the added marketing responsibility Mike can now concentrate squarely on business development opportunities with new products and

customer prospects like TruGreen which are 'no conflict' or 'low conflict' with our channels of distribution. A substantial part of our future growth will be through the addition of new and different products and customers.”

According to Bunch, “Each of the key organizational changes is designed to better serve Shindaiwa customers in the short term and will help us take advantage of future business opportunities as they develop. These leaders, along with other members of our Executive Committee will be responsible for developing and implementing continuing improvements consistent with our growth initiative and fully supported by our organization.”

A world leader in producing commercial-grade outdoor power equipment and environmentally-friendly small engine technologies, Shindaiwa products are distributed exclusively through clean two-step distribution and independent servicing dealers. For more information, please contact Shindaiwa, Inc. Tualatin, Oregon (800) 521-7733. Or visit www.shindaiwa.com.