



C-SYSTEMS, TORO, ECHO RELEASE NEW EZ-LINK INTERFACE

c-Systems, Toro and ECHO develop a product registration interface for ECHO, Shindaiwa dealers.

ARLINGTON, TEXAS — c-Systems Software, Inc., recently partnered with The Toro Company and ECHO Incorporated to provide an EZ-Link interface for ECHO and Shindaiwa dealers.

ECHO and Shindaiwa dealers can now automatically file electronic product and warranty registrations through their c-Systems business management system's EZ-Link interface. When customer information is entered into the business system, EZ-Link finishes the registration process automatically.

"Working together with Toro and ECHO, we are adding functionality and automation to our dealers' systems," c-Systems president Steve Stinson said.

EZ-Link works in conjunction with the business system to automatically send product registrations for ECHO and Shindaiwa products. Once dealers enter the information into their business system, it is automatically transferred nightly into ECHO Inc. and Shindaiwa's product registration databases.

"Time is money to dealers," ECHO Inc. Vice President of Product Service Terry Ditsch said. "They can enter this information once and avoid double entry of the same data in multiple systems."

ECHO and Shindaiwa dealers can look forward to saving valuable time on warranty registrations. The Toro Company's Dave Francis estimated that more than 30,000 warranty registrations were automatically entered with information stored in the business systems of Toro dealers last year alone.

"Elimination of duplicate data entry saves our dealers hundreds of hours annually," he said.

EZ-Link also automates promotion reimbursement claims for Toro by automatically entering the correct promotion code, which ensures that dealers never miss out on rebates for specified models.

"Dealers who do not use EZ-Link often register items too late to meet promotion claim deadlines," Francis said. "Additionally, sale date or promo code entry errors often prevent successful promotion payouts."

Dealers using EZ-Link can also improve Customer Relationship Marketing by informing customers of product safety issues and other direct marketing ideas.

c-Systems Software, Inc., is the leading provider of business management systems for the outdoor power equipment, agricultural and powersports industries, offering full-service, turn-key solutions for dealers and distributors. For more information, visit our website at www.csystemssoftware.com.

ECHO Incorporated is a leading manufacturer of professional-grade, high-performance outdoor power equipment for commercial and residential use. The corporation markets its products under the brand names of ECHO, Shindaiwa and ECHO Bear Cat. For more information, visit www.echo-usa.com

The Toro Company (NYSE: TTC) is a leading worldwide provider of turf and landscape maintenance equipment, and precision irrigation systems. More information is available at www.thetorocompany.com.

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