

User-Generated Video Contest Puts Consumers First, While Creatively Demonstrating Mowers' Time-Saving Capabilities

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Exmark is excited to announce the launch of its Take Back Your Weekends Video Contest, a unique user-generated content initiative that will enable the world's leading commercial-grade mower manufacturer to reach and impact consumers in a unique and meaningful manner.

Addressing the universal consumer challenges that is a lack of time, Exmark's Video Contest welcomes interested consumers to create and submit a video depicting how they would take back their weekends if more free time for hobbies and leisure pursuits was available.

Backed by a robust, multi-media advertising campaign running nationally throughout the spring and summer months, the Contest's video hub—www.exmark.com/weekends—will be open for submissions from April 1 - June 30, 2015, as well as house a wealth of entertaining and educational branded video content.

"Taking into account that Exmark competes against 40-plus mower brands that traditionally fight for mindshare predominantly on the basis of durability, speed and quality of cut, we've chosen to go to market this year in a manner that focusses on our consumers' aspirations and personal experiences," states John Cloutier, Sr. Marketing Manager. "Our Take Back Your Weekends Video Contest is a great tool that will allow us to engage our customers and prospects in a real-world scenario, and to truly listen to what matters most to them in their daily lives."

Eighteen Contest winners will be chosen to receive prizes ranging from an Exmark Lazer Z X-Series mower, dream fishing trip with bass fishing superstar, Mike Iaconelli, and an Augusta, GA golf and spa experience, to high-quality hunt-, fish-, and golf-related gear. The Contest's impressive prize packages are provided by industry leading brands such as Abu Garcia, Berkley, Buck Knives, Grime Boss, Nikon, Rapala, Realtree, ScentLok and VMC.