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For Immediate Release

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TDC Creates a New Branding Landscape for Wright Manufacturing.

Lawn mower innovator rolls out creative that reinforces its industry leadership

WASHINGTON, DC, September 1, 2010 –Wright Manufacturing, the pioneering makers of commercial stand-on mowers, has introduced a new branding platform developed by The Design Channel for its marketing communications.

The work, featuring images of Wright mowers placed in natural settings like the Grand Canyon and Niagara Falls, focuses on mower qualities in which Wright has set industry benchmarks and which are also critical to professional lawn maintenance success. Print advertising, online banners, dealer materials, brochures and the Wright web site will all reflect this theme.

“The work is definitely a departure from the norm in this industry, but it reflects why Wright is the leader within its product category,” said David Franek, president of The Design Channel. “What’s valuable to lawn maintenance professionals is anything that maximizes productivity and efficiency, and this creative direction speaks to that, but in a fresh, eye-opening way.”

Wright Manufacturing, based in Frederick, MD, is the originator of stand-on mowing technology. The patented design and high quality construction of its Stander line delivers a combination of speed, maneuverability, comfort and reliability that is superior to traditional riding and walk-behind mowers. Wright’s commitment to innovation and in-depth understanding of the mowing experience has made it the leading name in stand-on mowers.

With offices in Washington, DC and Baltimore, MD, The Design Channel (www.thedesignchannel.com) provides a full range of integrated marketing services, including branding, marketing communications and advertising, broadcast and interactive media.

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