



PRESS RELEASE

GreenWorks Launches OPE Industry's Only 40 Volt Line of Hand-Held Tools at 2011 GIE+EXPO

FOR IMMEDIATE RELEASE

Mooresville, NC – September 28, 2011 – Sunrise Global Marketing, LLC will debut their GreenWorks brand of cordless yard care tools with the highest voltage in the industry at the 2011 GIE+EXPO, Oct. 27-29, in Louisville, Kentucky. GreenWorks combines lithium-ion battery technology with high-efficiency motors to create the first cordless hand-held line with gas-comparable performance.

“This is truly an exciting time for us,” says Carol Rice, GreenWorks Vice President of Marketing. “We’ve leveraged our expertise and experience in the industry to produce innovatively designed and easy to use tools that perform like their gas counterparts but without the cost, mess, and hassle. We believe GIE attendees will be impressed with the power and performance of the 40 Volt line of products, as will consumers,” Rice added.

Innovative and easy to use, the entire GreenWorks family of 40 Volt hand-held products is designed with features and performance that make lawn care easier and more efficient, such as the trimmer that converts to an edger with the push of a button, and hedge trimmers with a rotating handle for easy trimming at any angle. Over-mold grips and handles offer added cushion and support to reduce fatigue and lessen vibrations. There are no cords to pull and the tools start with the simple push of a button.

Other industry-leading features include an in-line motor head on the pole saw so the operator has an unobstructed view of the cutting area, and the unique ComfortReach cushioned forearm rest on the string trimmer and pole saw provides a padded armrest while adding leverage and support to access hard to reach places.

The GreenWorks family also includes a 24 Volt line of hand-held cordless products. GreenWorks 24 Volt and 40 Volt lines boast high-performance and longer running times, powered by rechargeable lithium-ion batteries which are available in standard 2 Ah or high capacity 4 Ah motors.

In addition, because gas-free is quieter, GreenWorks gas-free products are ideal for use in noise or emissions-sensitive areas like hospitals, schools, zoos, or municipalities with noise restrictions.

“The addition of the GreenWorks 40 Volt cordless hand-held tools to our product line offers the perfect solutions for dealers who are looking to expand their presence in the gas-free market, or satisfy light-duty gas users who want to be eco-friendly,” Rice says.

GreenWorks yard care tools can be purchased at retail centers across the U.S. as well as Amazon.com. For a dealer location near you, please visit our website at www.GreenWorksTools.com.

Inquiries for distribution and retail opportunities contact sales@GreenWorksTools.com

About Sunrise Global Marketing, LLC Sunrise Global Marketing, LLC , located in Mooresville, NC is the North American sales and marketing division for Globe Tools Company, Ltd., a privately held global manufacturer of outdoor power equipment. SGM supports major retail customers in the U.S. and Canada, both with OEM brands and with their private brands, GreenWorks, PowerWorks and ToolWorks.

About Globe Tools Co., Ltd. Globe Tools , based in Changzhou, China, is a privately-held company with offices and facilities in Changzhou, China, USA, Canada, Hong Kong, and Shanghai. Operating globally since 2001, Globe manufactures outdoor power equipment, including lawn and garden tools, generators, air compressors and pressure washers. In addition to manufacturing for several of the top brands in the U.S. and Europe, Globe manufactures products under their own brands of GreenWorks, PowerWorks and ToolWorks.

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