

Synthetic Turf Council
CODE OF CONDUCT
(Approved by the Board of Directors on January 26, 2009)

For Internal Use Only

In an ongoing effort to ensure that member companies of the Synthetic Turf Council (STC) will maintain the highest level of integrity in their sales and marketing activities, the STC has established the following code of conduct for its member companies.

This Code of Conduct relates to the daily interaction between member companies, including representatives and agents, and potential and existing customers. The Code of Conduct covers all aspects of written and verbal communications that member companies use as part of their sales and marketing activities.

“Member companies agree to hold themselves to the highest standard of conduct when presenting their products and how their products and companies compare with others in the synthetic turf industry.

Member companies will always strive to present their products and/or services in an honest and factually accurate manner; and will avoid making any non-specific negative comments or negative characterizations about a competitor company and/or that company’s products and/or services. Examples of these include, but are not limited to, non-specific comments about a company’s financial stability, vendor payment history, and system performance, that are not based on specific fact or are not a matter of public record.

While understanding that competition in the marketplace will always exist and be a part of our industry, member companies agree to treat other synthetic turf companies with respect in all aspects of their business practices. STC members agree not to disparage other synthetic turf companies, and will conduct their business affairs with integrity and as they would want others to treat them.

Member companies will also strive to ensure that all written communications, advertising and marketing programs will be truthful and accurate, will not appear to validate misinformation that could potentially harm the synthetic turf industry, and will not be considered “unfair” as defined by the Federal Trade Commission (FTC). In addition, member companies will agree that they will have a “reasonable basis” (as defined by the FTC) for all claims made in written advertisements and other written marketing documents.”

The goal of this Code of Conduct is to encourage all member companies to conduct

themselves in an honest and forthright manner, to present their products and services in a positive and factually accurate way, and in doing so, eliminate the negative perception that customers have had of the synthetic turf business for many years.

***** I have personally distributed this Code of Conduct to all of my employees, agents, and independent contractors who represent this company and its products and services in the marketplace.

Signed by Chief Executive Officer

Company

Date

Synthetic Turf Council
2331 Rock Spring Road
Forest Hill, MD 21050
443-640-1067
www.syntheticturfCouncil.org