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## NEWS RELEASE

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### LAWNS BY YORKSHIRE FORMS MULTI-TIERED CO-BRANDING BUSINESS DEVELOPMENT WITH THE NBA'S NETS

*- With both brands focused on providing a positive return on investment for stakeholders, sustainable initiatives and giving back to the community, Lawns by Yorkshire and the NETS have teamed up to launch an integrated marketing communications program whereby everybody wins!*

**Westwood, New Jersey, January 13, 2010** – Westwood based award-winning Lawns by Yorkshire ([www.lawnsbyyorkshire.com](http://www.lawnsbyyorkshire.com)) Chief Executive Officer Steven Jomides has signed a multi-tiered co-branding business development deal with the NBA's NETS ([njnets.com](http://njnets.com)) that will create value for all stakeholders in addition to helping the environment.

Since 1988 Lawns by Yorkshire has provided *Green* and sustainable landscape and snow services throughout New Jersey and New York. Lawns By Yorkshire serves multiple markets including multi-family, HOA's, office parks, retail and shopping centers, school and corporate campuses, municipalities, industrial and sporting complexes. The company has been recognized as one of the nation's leaders in snow removal services serving some of the most complex facilities in the Northeast. The NETS are a preeminent NBA sports brand which has focused on creating stakeholder value through innovative high-impact marketing programs, community philanthropy and a superior sports entertainment experience. "We are happy to welcome Lawns by Yorkshire into the NETS family of corporate partners," said NETS CEO Brett Yormark. "This sponsorship will enable Lawns by Yorkshire to reach our extensive group of partners and season ticket holders as potential clients."

Jomides and Judith Guido, of Guido and Associates, worked with the NETS organization to create a new partnership combining cutting-edge business development marketing tools with environmental practices. The integrated marketing program includes a "Greenest Fan" contest that will involve fans providing environmentally-sound solutions to common problems, with winners being awarded environmental prizes on NETS "Green Nights". The marketing program also includes the installation of the Lawns by Yorkshire Putting Green on the event level during NETS games at the IZOD CENTER, which will offer fans the opportunity to showcase their putting skills in order to win prizes provided by Lawns by Yorkshire. It will also be the presenting sponsor of the NETS' Metropolitan Madness Basketball Challenge, which will offer the company brand building opportunities during the annual 5-on-5 basketball tournament for 64 major companies at the PNY Center in March 2010.

In addition, Lawns by Yorkshire will be the presenting sponsor of "Football Night," which will be held when the NETS host the Philadelphia 76ers on January 31. The football-themed evening will include a chance for fans to take their photo with NETS Dancers who will be dressed in football uniforms, as well to participate in a halftime on-court football skills competition in which the winner will win a special prize pack, including a sustainable landscape consultation and maintenance face-lift by Lawns by Yorkshire. Lawns by Yorkshire is the new title sponsor of The Lawns by Yorkshire Lounge, a private suite adjacent to the NETS locker room at the IZOD CENTER, which serves as a pre-game, in-game, and halftime networking opportunity for season ticket holders and NETS sponsors.

As part of the agreement, Lawns by Yorkshire will receive in-arena signage, advertisement space on [njnets.com](http://njnets.com), a radio commercial and feature during each radio broadcast, as well as the opportunity to provide give-aways on NETS "Green Nights". They will also become part of the NETS exclusive networking Chamber of Commerce. "Co-branding with a major sports brand like the NETS is the opportunity of a lifetime for us," said Steve Jomides. "In addition to creating enhanced value

for our stakeholders, we have successfully blended the best of sports marketing with environmental initiatives to create a truly unique and ecological experience for our stakeholders.”

**About Lawns by Yorkshire:**

Founded in 1988, Lawns by Yorkshire, headquartered in Westwood New Jersey is an award winning landscape and snow removal leader dedicated to serving the needs of general contractors, developers, property and facility managers, owners, architects, landscape architects, engineers, athletic directors, and municipal authorities in multiple industry segments by providing a seamless service portfolio of economical, sustainable and comprehensive landscape solutions. As a recognized industry leader, Lawns by Yorkshire provides state-of-the art equipment and a credentialed team of landscape professionals who focus on best management practices, customer experience and return on investment. The company provides a portfolio of professional services including landscape maintenance, landscape installation, water management, irrigation, tree-care and snow services to the multi-family, retail, corporate, industrial, school and corporate campuses, hotel and hospitality, senior living and commercial markets in New Jersey and New York. With its roots sown deeply into the community, Lawns by Yorkshire has a corporate stewardship and scholarship program that donates a portion of its earnings back to helping the communities it serves. Visit [www.lawnsbyyorkshire.com](http://www.lawnsbyyorkshire.com) for more information.

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