

FOR IMMEDIATE RELEASE

Limestone's John Deere Dealerships Grow By Two

Local John Deere dealerships serving your readers have expanded to serve customers better.

DeMossville, KY – Wednesday, December 28, 2011 (Limestone FLW public relations dept.)



Limestone Farm, Lawn & Worksite owners, (l-r) Mark Ross, Brown Gwynn, Mark Burks and Brad Ross are all smiles after acquiring two more stores (Louisville and Somerset) for their company now totaling seven John Deere dealership locations.

When opportunity knocks, you want to be ready to welcome it. As 2012 dawns, your friends at JHA Legacy, LLC, doing business as Limestone Farm, Lawn & Worksite (Limestone), are happy to report they have answered opportunity's knock. Today they announce the addition of two more locations to their John Deere dealerships' area of responsibility (AOR). Now homeowners, farmers, landscapers and contractors in Louisville and Somerset, KY can also enjoy the benefits of service and selection provided by Limestone employees.

Time flies when you are working hard, helping others, serving customers; so it came as a surprise, "out of the blue" as Brad Ross, JHA Legacy's CEO, puts it, when earlier this month the company had the opportunity to purchase the Somerset and Louisville John Deere dealerships from Hartland Equipment. In just three years the Limestone John Deere dealerships that serve residents in Campbellsville, DeMossville, Elizabethtown, Florence and Shelbyville, KY have expanded their John Deere AOR to include over 40 counties in four states: KY, IN, OH, TN.

Limestone, created in October 2008, may be a sprout, but its roots date back to 1927 and stretch over 10 counties. The corporation formed when four friends who had grown up in John Deere dealerships, Brad and his brother Mark Ross, Brown Gwynn and Mark Burks decided to merge their three dealerships: Bowen Farm Supply, Dixie Farm Store, Inc and Shelby Supply Co., respectively, to form JHA Legacy, LLC. The JHA represents the first initial of their fathers' names: Joseph E. Burks, Hugh Gwynn and Arnold Ross, who preceded them as Deere dealers.

Limestone's customers from homeowner or landscaper to small or large agriculture (ag) producer, benefit from the broad and qualified experience of its employees. "Primarily serving KY from Florence to Williamsburg, Limestone has more locations in the state than any John Deere dealer. The benefit to our customers", says Ross, "is that adding the Louisville and Somerset locations expands their pool of resources: our employees' expertise of parts and service, plus our inventory selection and availability."

The acquisition of the Louisville and Somerset dealerships strengthens Limestone's advantage to provide customers just what they need through their vast parts and whole goods inventory. "It

pays off big for our customers to add these locations”, Ross explains. “The stores are a good fit geographically and expand our core competencies of agriculture, residential and commercial workplace products and service”. Plus, since the dealerships’ AOR stretches North to South through KY, versus the state’s pattern of weather which generally flows West to East, a smiling Ross adds, “it’s always good weather at Limestone.”

The diversity benefit means even when the weather’s bad in one place, the depth of expertise of their technicians, sales and parts teams, guarantees excellent service throughout the Limestone territory. “We encourage our employees,” notes Ross, “to share or tap into the pools of knowledge found throughout the company. We are not seven companies, but one effective, efficient company with seven locations that offer our customers the convenience and depth of expertise necessary to meet their needs. Our people are trained, educated and given the resources to sell and service everything from lawn equipment to combines.”

With an AOR from Hamilton County, OH to Fentress County, TN, Limestone customers have access to an inventory of John Deere products whose expanse includes ag, utility and residential equipment, the variety of selection unmatched by other dealerships. There is also the advantage of seasonal and “off season” promotions (being offered now at Limestone stores), that shoppers can look forward to. John Deere’s Commercial Days will extend to landscape customers in the Louisville store. The popular Deere events: Drive Green, Hay Tool Clinic and Deere Season will include the Somerset location.

Ross believes one of Limestone’s greatest assets for customers is its capable, trained staff found at each location. Maintaining staff quality during the acquisition is an assured priority since store managers Brian Boggs and Darrell Burton will ably continue to serve clients at the Louisville and Somerset stores respectively. Somerset customers will also be happy to learn that Mark Jones is returning to the dealership as Parts Lead. “We are pleased we are able to retain (and return to serve) many of the good employees customers have relied upon in the past at Louisville and Somerset.”

“This acquisition”, concludes Ross, “gives us a brick and mortar presence in markets like Louisville where we have always had a strong, deep client base. We now are at a scale that helps us control expenses and gives us more buying power to provide a greater selection of products at a competitive value. We recognized the potential of this unexpected acquisition and acted quickly to give our customers the greatest advantage of sales and service. The new stores will give customers Limestone’s respected, consistently high level of service and depth of expertise, which it has leveraged across its organization. We have much strength in knowledge and expertise our customers rely on and now will benefit from in Somerset and Louisville, too. We’re thankful for our loyal customers whose patronage, combined with the support of our faithful and able staff, has made this unexpected expansion possible”.

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