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**JacobsenMedia.com provides Easy, Online Access to News , Photos and Industry Information**

CHARLOTTE, N.C. (February 22, 2007) — Jacobsen®, a Textron Inc. (NYSE: TXT) company, has launched a new online media center at [www.JacobsenMedia.com](http://www.JacobsenMedia.com). The site will grant trade media the ability to conveniently find information at anytime, accessible as soon as a need arises. The information center is a simple, one-stop resource for everything that writers, editors and other communicating professionals in the golf and turf industries want to know about Jacobsen and its products.

The online media center will be continuously updated to ensure the availability of past and present news releases, product descriptions, current product specifications and access to a variety of photographs for products in the Jacobsen line. Jacobsenmedia.com features RSS capability, delivering news to editors the minute it breaks.

"Jacobsenmedia.com uses the latest technology to ensure that the most helpful and current information is available to those who need it, when they need it," said Karla Cuculi, Jacobsen director of marketing communications. "Success begins with two-way communication and we want to give all of our media contacts easy access to the latest news and information from Jacobsen."

Launched in February 2007, the Web site will have restricted-access. Everyone currently on Jacobsen's media list will receive a personalized invitation to join the site through an email message. Registrants will have the opportunity to establish a personalized password to easily remember upon their first visit.

Any media interested in registering for the site who are not currently receiving electronic news releases from Jacobsen, should contact Angela Jamison ([angela@communicopiapr.com](mailto:angela@communicopiapr.com)) to sign up.

**About Jacobsen**

Jacobsen manufactures a full range of turf maintenance equipment and vehicles for golf courses, sports fields, and municipal grounds applications. The company markets Jacobsen brand products internationally through an extensive independent distribution network, and Ransomes brand products through independent distribution in Europe, Middle East and Africa. Jacobsen is a Textron company with headquarters in Charlotte, NC. Additional information is available at [www.jacobsen.com](http://www.jacobsen.com).

**About Textron**

Textron Inc. is an \$11 billion multi-industry company operating in 32 countries with approximately 40,000 employees. The company leverages its global network of aircraft, industrial and finance businesses to provide customers with innovative solutions and services. Textron is known around the world for its powerful brands such as Bell Helicopter, Cessna Aircraft, Jacobsen, Kautex, Lycoming, E-Z-GO, Greenlee, Fluid & Power, Textron Systems and Textron Financial Corporation. More information is available at [www.textron.com](http://www.textron.com).