

## Cub Cadet Selects ProQuest's eConnect Suite of Solutions

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*Cub Cadet to provide a real-time parts inventory, pricing, and ordering solution complete with integration into the leading business management systems for the Cub Cadet Independent Retailer network.*

**Richfield, Ohio - October 4th, 2004** - ProQuest Media Solutions, a business unit of ProQuest Company (NYSE: PQE), announced today it has signed an exclusive contract with Cub Cadet, a leading Outdoor Power manufacturer of durable, easy-to-use walkbehind and tractor mowers, snow throwers, tillers and other outdoor power equipment. ProQuest will provide an eCommerce solution from its eConnect product suite including: live inventory, live availability, live price look-up and ordering capabilities with connections to today's leading Dealer Management Systems exclusively for Cub-Cadet Independent Retailers.

The ProQuest eConnect solution provides real-time inventory availability, pricing status, purchase order submittal, and purchase order confirmation receipt. Cub Cadet Independent Retailers will be able to submit parts orders seamlessly to parent company MTD's operating system directly from their dealer management systems, eliminating the need for order double-entry. This end-to-end solution provides dealers better information at the time of purchase while orders are received and processed more quickly and accurately. The greatest overall benefit with this solution is that it increases customer satisfaction.

"We look forward to a long-term partnership with Cub Cadet to help deliver world-class service to their dealers and customers." said Scott McEwen, Vice President of Media Solutions. "This agreement is a result of our continued investment and enhancements made to ProQuest eConnect, formerly EDN's Hubtone technology, which we acquired last year. This partnership reinforces Media Solutions focus and growing presence within the Outdoor Power and Lawn & Garden Industry.

Gary Lobaza, Sr. Vice President of Service for MTD and Cub Cadet, stated "The ProQuest eConnect solution will help us provide our dealers with improved customer service and dramatic time savings. This is a solution that will require minimal training because our Cub Cadet Independent Retailers can continue to use their business systems as they take advantage of the new eConnect solution. We chose the ProQuest eConnect Suite of Solutions because it offered tight integration with the industry's leading Dealer Management System vendors and we felt ProQuest would be a strong partner for this initiative."

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## About ProQuest Media Solutions

ProQuest Media Solutions is the technology and services partner for equipment manufacturers worldwide. Media Solutions provides product support solutions to the construction, mining, material handling, outdoor power, agriculture and related equipment manufacturing industries. The company's flagship products offer an integrated suite of applications available via CD and the Internet. Media Solutions is a strategic business unit (SBU) of ProQuest Company and has offices in the United States, Europe, and Asia.

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