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## The Toro Co. Q1 2008 Earnings Call Transcript

### Question-and-Answer Session

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[Operator Instructions] The first question comes from the line of Eric Bosshard with Cleveland Research. Please proceed.

**Unidentified Analyst**

Good morning, this is Mark standing in for Eric.

**Michael J. Hoffman - President and Chief Executive Officer**

Good morning Mark.

**Unidentified Analyst**

First question. Obviously a solid 1Q beat, but you lowered revenue and EPS guidance for the year. Is there anything here in February that you are seeing that is causing some concern or is it just simply the headlines that everyone is reading each and everyday?

**Michael J. Hoffman - President and Chief Executive Officer**

I think we are all reading similar headlines, and so as you step back a quarter the... certainly the economic environment is softer than it was 90 days ago, we are being mindful of that, we are heading into the heart of our selling season in kind of the March to June time period, and so we are going to be very focused on driving retail, kind of in spite of some of the... as you say the headlines, but we recognize that is in fact, I guess the word is headwind we are facing.

**Unidentified Analyst**

Can you add some color on exactly what you are doing to drive retail? Is it lower prices, increased promotions?

**Michael J. Hoffman - President and Chief Executive Officer**

Well the first thing it starts with is having the right products, and so the new products we are going to introduce certainly position us very well to continue to take

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