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Lindsay Launches New Website Geared Toward Universal Navigation and Branding

(OMAHA, Neb., USA) – March 2013—Lindsay Corporation, a leading designer and manufacturer of innovative irrigation systems, announces the launch of their new website, www.lindsay.com, that focuses on universal branding and website navigation, as well as new worldwide language and dealer locator functionality.

The universal Lindsay brand and website navigation is now present across all 33 Lindsay websites and sub-sites worldwide. A search box is always available at the top of the page to allow customers a full site search, including a drop down of all Lindsay brands and products. The option to browse by brand or solution is available on the corporate site and Predictive Search is present on all sites, making navigation between all Lindsay sites easier.

“This new website was designed with our end-users in mind,” says Dirk Lenie, Lindsay Vice President, Global Marketing. “It’s full of new capabilities, including search functionality powered by Google Maps to find local dealers and representatives ... all of the new functionality is to help our loyal customers find what they need in a timely manner.”

A Global Language/Region selector was also added, allowing international customers to view pages in their native language, including Afrikaans, Arabic, Chinese, English, French, Italian, Portuguese, Russian, and Spanish. The Arabic version of the Lindsay Middle East site reads from right to left.

“As a major international agribusiness and infrastructure firm, Lindsay owns various irrigation and transportation brands around the world,” says Lenie. “The

products available in these countries vary depending on different crops grown, geography and regulations, so we came up with a Global Language/Region selector that gives users from all over the world the chance to easily read the site.”

Lenie says that with a growing demand for a “one web” solution, Lindsay turned to responsive web design to help create a site customers can navigate with their mobile devices. “These sites feature fully responsive web design layouts, allowing the site to adapt to whatever viewport size is being used to access it, whether it be desktops, tablets or phones.”

The new Lindsay site also offers a Resources drop down menu to showcase their industry expertise, i.e. blog, literature, case studies, photo gallery, and videos. To view videos on Lindsay Irrigation Solutions, go to <http://www.zimmatic.com/videos>.

About Lindsay

Lindsay Corporation is a leading provider of automated mechanical move irrigation equipment and of transportation safety products. The Company manufactures and markets center-pivot, lateral-move and hose reel irrigation systems which are sold through its worldwide network of dealers. The Company's Zimmatic, Growsmart and Greenfield brands are highly recognized for their quality and technological leadership. The Company also manufactures and markets infrastructure road safety and congestion mitigation products through its wholly owned subsidiaries Barrier Systems (BSI) and Snoline S.P.A. In addition, the Company produces large-diameter steel tubing and railroad signaling lights and structures.

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