



PRESS RELEASE

AGCO and Kverneland Group has entered a cooperation for the sales & distribution of Massey Ferguson and Fendt branded round balers in France, Germany, UK, Ireland, Spain and Poland.

1st September 2010, Klepp, Norway

Kverneland Group is currently launching the new balers coming from their strategic partnership with Gallignani S.P.A.

Furthermore, AGCO, Kverneland Group and Gallignani have agreed to form a new cooperation in which AGCO has appointed the Kverneland Group as the selling entity for Massey and Fendt round balers to AGCO dealers in France, Germany, UK, Ireland, Spain and Poland.

Kverneland Group will be responsible for both sales and support of these balers to the AGCO dealers in the defined territory. This will allow the AGCO dealers to capitalize on Kverneland Group's specialist technical experience acquired over many years. Full parts and technical support for both the existing portfolio of round balers and for future sales will be provided by Kverneland Group.

AGCO hereby has confirmed their strong commitment in balers as core products in their harvesting range and they will continue to support the promotion and sales development of the round balers, which will be promoted extensively at shows, exhibitions, demonstrations, and in the dealerships. All the promotion, sales literature and support material for AGCO brand balers will be produced by Kverneland Group according to AGCO's brand standards.

The joint ambition of the parties is to capitalize on their complementary strengths to ensure a strong and successful total offering in bale equipment to the AGCO dealers for the future.

Kverneland Group (Kverneland ASA - OSE: KVE) is a leading international company developing, producing and distributing agricultural machinery and services. Strong focus on innovation allows us to provide a unique and broad product range with high quality. Kverneland Group offers an extensive package of systems and solutions to the professional farming community. The offering covers soil preparation, seeding, forage- and bale equipment, spreading and spraying. For more information on Kverneland Group visit www.kvernelandgroup.com

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