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FOR IMMEDIATE RELEASE

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2007 New Products Unveiled

TULARE, Calif.— The 2007 Top Ten New Products will be unveiled during Media Day on Feb. 12, during an awards ceremony at World Ag Expo's New Product Center. The 2007 Top Ten were chosen by committee as the newest, most innovative agricultural products to be displayed at the Expo, Feb. 13-15.

The Top Ten and 30 Featured New Products stood out from over 130 products nominated by exhibiting companies, and were selected by a panel of agribusiness professionals and farmers. Following the opening events of media day, guests will be escorted to the New Product Center for a special awards ceremony that will introduce the top products at World Ag Expo.

"We believe in bringing the latest innovation to farmers and ranchers year after year. The products receiving the World Ag Expo New Product designation truly represent this industry's top technology that makes farming more productive and efficient," said 2007 World Ag Expo Chairman, Bruce Shannon.

World Ag Expo's New Product Center, presented together with Topcon Positioning Systems, will be a central location for attendees and media to see the Top Ten New Products and browse through promotional materials on all of the Featured New Products. The New Product Center will be located on Median Street adjacent to the electronic sign.

The 40th annual World Ag Expo is Feb. 13 – 15, 2007. For more information call 800-999-9186 or 559-688-1751 or visit www.worlagexpo.com.

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