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FOR IMMEDIATE RELEASE

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A celebration of innovative agriculture at 2007 World Ag Expo

TULARE, Calif.— The latest agricultural technology, new products, free seminars, a Dodge Truck Giveaway, farm tours, tractor pulls, hands-on demonstrations and more will be featured at the 40th World Ag Expo in Tulare, Calif., Feb. 13-15, 2007.

As host of the world's largest agricultural exposition, the Expo attracts more than 1,600 exhibitors and 100,000 attendees from 66 different countries; all made possible by the efforts of 1,200 "orange jacket" volunteers.

This year the World Ag Expo (WAE) will celebrate 40 years of innovative agriculture. On over 2.5 million square-feet of grounds, the WAE is packed with the latest in agricultural technology and equipment. The grounds will also bustle with celebratory events to ring in the 40th anniversary.

"We've come a long way. When this show started it was just a local event, and now we put together the biggest and best ag expo in the world! The event brings exhibitors from around the world together with farmers and ranchers covering every aspect of agriculture production," said Jerry Sinift, general manager of the International Agri-Center, home to World Ag Expo.

At the 40th Expo farmers can take in informative sessions in the Seminar Center and Dairy Profit Seminars, and have direct contact with the best equipment and technology on the market. In addition to special demonstrations in the World Ag Women pavilion, and cutting-edge dairy farming technology showcased in the 80,000-square foot Dairy Center.

With special plans underway, World Ag Expo is an event to be experienced by all. Experience the earth-shaking excitement of truck and tractor pulling competition during the West Coast Nationals Power Pulling Series held Feb. 13 and 14. Test drive a tractor, enjoy mouthwatering food and join the agricultural world in a celebration like no other!

The World Ag Expo will be held on the International Agri-Center show grounds in Tulare, Calif., Feb. 13-15, 2007. Hours are 9 a.m. to 5 p.m. on Tuesday and Wednesday and 9 a.m. to 4 p.m. on Thursday. Admission is \$9, with 3-Day Passes available for \$24. Tickets may be purchased at the gate or online. For more information, contact (800) 999-9186 or visit www.worldagexpo.com.

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