



PRESS RELEASE

Kverneland Group – International Field Event, 1st – 10th Sep. 2010

The future grass line including the new bale equipment range will be shown for the international press and distribution partners

1 September 2010, Klepp, Norway

Kverneland Group has a long tradition as a broad line supplier of Agricultural implements and the company will be showing the future grass range with special focus on the new bale equipment offering in an international field event in Italy from 1st to 10th September.

During this event there will be a presentation of the new group competence and production center for bale equipment which is based on a strategic alliance with Gallignani S.P.A. in which Kverneland Group will take an ownership position of around 30% later this autumn.

The event confirms the company's commitment to the distribution partners in the grass sector and it is also the highlight during the **100 Years Anniversary of Vicom**. It is focusing on bringing the strong history and traditions into the future by showing the **baler range for the future** together with significant new products in Mowers, Hay tools and Loading Wagons.

The event is divided into slots of two days per country to be able to accommodate the high numbers of visitors from across the world.

Further press and marketing packages, product information as well as country specific information about the further launch and promotion activities will be made available during the event. This will also include detailed information about the sales and distribution approach in each market.

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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