



JOHN DEERE

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John Deere Launches Drive Green Utility Tractor Events

Lenexa, KS – November 20, 2008 -- A program designed to give rural property owners, agricultural producers and other interested consumers a chance to operate and ask questions about the latest models of utility and compact utility tractors is being launched by John Deere. The company-sponsored Drive Green Program includes special equipment displays and ride-and-drive events at more than 45 currently scheduled locations starting in the Southeast.

In addition, the Drive Green Program features a uniquely detailed semi-tractor and trailer that will start with events in Florida in December. The Drive Green truck will transport several of the company's new utility tractors to all the events where John Deere tractor specialists will be on hand to demonstrate the equipment and answer questions.

"With more people moving to acreages near larger metropolitan centers, we're finding that many people have lots of questions about the type, size, features and operation of the equipment they need to maintain their properties," says Steve Geick, tactical marketing manager, John Deere.

"The Drive Green events are designed to provide people who may not be familiar with utility tractors and other equipment a chance to check out the equipment for themselves, operate it and learn more about the features, maintenance, attachments and other aspects of the equipment ownership," he adds. "With the Drive Green truck and trailer, special Web and blog sites and events that are planned at numerous locations across the country, we want to make it a fun and informative experience for everyone."

Geick notes that date, location and other information on all the Drive Green activities are posted on the John Deere Web site and a special blog site that is updated daily with news, interviews and photographs from all the events. An

updated list of all events can be found on the Web site at www.JohnDeere.com/drivegreen.

John Deere (Deere & Company - NYSE: DE) is the world's leading provider of advanced products and services for agriculture and forestry and a major provider of advanced products and services for construction, lawn and turf care, landscaping and irrigation. John Deere also provides financial services worldwide and manufactures and markets engines used in heavy equipment. Since it was founded in 1837, the company has extended its heritage of integrity, quality, commitment and innovation around the globe.

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