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AGCO's Second Annual Sowing Good Deeds Program Opens for 2018 Applications

One PRCA-sanctioned Rodeo Committee Will Win a Massey Ferguson Tractor for the Good Deeds They Perform in their Community

DULUTH, Ga. - [AGCO Corporation](#) (NYSE: AGCO) announced today the open application period for the second annual Sowing Good Deeds - a program showcasing rodeo committees throughout North America and the substantive impact they have in their local communities. AGCO, a proud sponsor of the Professional Rodeo Cowboy Association (PRCA) through its [Hesston](#)® and [Massey Ferguson](#)® brands, will award one Massey Ferguson tractor, valued at over \$35,000, to a deserving rodeo committee at the PRCA Wrangler National Finals Rodeo (WNFR) in Las Vegas, Nevada this December.

"Rodeos are part of the fabric of America. The dedication of local rodeo committees across the country, who contribute endless hours and resources to supporting not only rodeo competitions, but also local agricultural organizations, including FFA and 4-H, is something AGCO is proud to support," said Meghann McNally, AGCO's director of marketing excellence in North America. "In 2017, AGCO, together with the PRCA, launched the Sowing Good Deeds program to recognize these hard working rodeo committees. We were overwhelmed with applications in 2017 and are excited to see even more in 2018."

"The Clovis Rodeo is able to give back to our community because of the dedication and generous support of our volunteers, sponsors and fans. We're excited to get our new Massey Ferguson tractor in the arena to work the dirt during the 104th Clovis Rodeo April 26-29th so our entire rodeo family can see what they won!" said Gary Bower, President of the Clovis Rodeo Association.

A committee of judges selected by Hesston, Massey Ferguson and the PRCA will evaluate the applicants based on three key criteria: community impact, innovation and adversity. These criteria highlight work that improves the local community, exemplifies the spirit of entrepreneurship within the non-profit sector and has initiated change or responded to significant challenges to build a stronger more sustainable organization.

"The 600-plus PRCA-sanctioned rodeos would not be possible without the dedicated groups of volunteers who work tirelessly behind the scenes to ensure that millions of rodeo fans enjoy a night out to see their favorite cowgirls and cowboys," said George Taylor, CEO of the PRCA. "The 2nd Annual AGCO Sowing Good Deeds program helps us recognize these committees for the amazing charitable work they do in their communities. The difference they make is immeasurable and it is an honor to partner with AGCO in recognizing their community service."

The application deadline for the Sowing Good Deeds initiative is Sept. 15, 2018 at 11:59 p.m. eastern time. Interested rodeo committees can submit their application at hesston.com/sowinggooddeeds. There is a limit of one application per rodeo committee.

Finalists will be announced during the 2018 PRCA WNFR in Las Vegas, Nevada from Dec. 6-15, 2018. The winning rodeo committee will be recognized at the PRCA Awards Banquet and on Hesston night at the WNFR.

For more information, please visit hesston.com/sowinggooddeeds.

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Promotion Description: As part of AGCO Corporation's support of the Professional Rodeo Cowboy Association (PRCA) and in recognition that PRCA-sanctioned rodeos contribute significantly to local, regional and national charities and organizations, AGCO Corporation invites local PRCA rodeo committees to participate in the initiative by nominating their local PRCA Rodeo for the Sowing Good Deeds program sponsored by AGCO Corporation. Each contest entry must clearly reflect the judging criteria, as defined at hesston.com/sowinggooddeeds. The contest will include a round of judging to determine one (1) grand prize winner and five (5) finalists.

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. All applicable federal, state and local laws and regulations apply. By participating in the AGCO Corporation Sowing Good Deeds promotion, your PRCA rodeo committee agrees to abide by the official rules. For complete contest rules and restrictions, visit hesston.com/sowinggooddeeds.

About AGCO

AGCO (NYSE: AGCO) is a global leader in the design, manufacture and distribution of agriculture equipment and solutions and supports more productive farming through its full line of equipment and related services. AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson® and Valtra®, supported by Fuse® precision technologies and farm optimization services. Founded in 1990, AGCO is headquartered in Duluth, GA, USA. In 2017, AGCO had net sales of \$8.3 billion. For more information, visit <http://www.AGCOCorp.com>. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

About PRCA

The PRCA, headquartered in Colorado Springs, Colo., is the largest and oldest professional rodeo-sanctioning body in the world. The recognized leader in ProRodeo, the PRCA is committed to maintaining the highest standards. The PRCA, a membership-based organization, sanctions approximately 600 rodeos annually, and there are more than 30 million rodeo fans in the U.S. The PRCA showcases the world's best cowboys by televising the sport's premier events, the world-renowned Wrangler National Finals Rodeo on CBS Sports Net (DISH channel 158, DirectTV channel 221) and streaming on ProRodeoTV.com. The Wrangler Tour, Justin Boots Playoffs, RAM National Circuit Finals Rodeo, All American ProRodeo Finals will also air on CBS Sports Net, and ProRodeoTV.com. PRCA-sanctioned rodeos raise more than \$26 million for local and national charities. For comprehensive coverage of the cowboy sport, read the ProRodeo Sports News, the official publication of the PRCA, and for daily updates of news and results visit the PRCA's official website, www.prorodeo.com.

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