

NO PURCHASE NECESSARY TO ENTER OR TO WIN. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. Eligibility: Any U.S. retailer that provides agricultural chemical application services (“Nominator”) may nominate an applicator of agricultural chemicals employed by Nominator (“Candidate”) to be considered for the AGCO Operator of the Year award (the “Award Selection”). All Candidates must be legal residents of the fifty (50) United States and the District of Columbia (excluding Puerto Rico and other U.S. territories), who are at least eighteen (18) years old as of June 7, 2010. AGCO Corporation (“Sponsor”) shall have the right to verify the accuracy of all information submitted and also reserves the right to disqualify any Candidate who fails to comply with the official rules (the “Rules”), or who is nominated by a Nominator who fails to comply with the Rules. Employees, officers, and directors of Sponsor, or its parents, affiliates and subsidiaries, or their respective agencies, representatives, licensees, successors, and assigns (collectively, “Sponsor Entities”), and members of their immediate families and those living in the same household of such persons, are not eligible to be a Nominator or a Candidate. By nominating a Candidate, or accepting nomination as a Candidate, all Nominators and Candidates agree to these Rules and to the decisions of the Judges (as defined below), whose decisions are final and binding in all respects. The Award Selection is void where prohibited.
2. Selection Period: Nominations will be accepted starting at 12:00:01 AM Eastern Time (“ET”) on June 7, 2010 until 11:59:59 PM ET on October 15, 2010 (the “Nomination Period”).
3. Nominations: In order to nominate a Candidate, Nominator must complete an official nomination form (“Nomination Form”), available at search.applylikeapro.com, with all information requested. Sponsor assumes no responsibility for late, lost, misdirected, damaged, illegible or incomplete Nomination Forms. To be eligible, all nominations must be on the official Nomination Form and completed in entirety. All Nomination Forms become the property of the Sponsor and will not be returned.
4. Winner: Nomination Forms for Eligible Candidates will be judged by a panel of qualified judges (“Judges”) selected by Sponsor, at Sponsor’s sole discretion, based upon the following weighted criteria to determine one (1) winning Candidate (“Winner”):

Years of Service (25%)

Acreage Covered (25%)

Community Involvement (50%)

In the event of a tie, the tied Candidates will be evaluated based solely on the criteria of Community Involvement. If there is a still a tie, tied Candidates will be re-judged by a new panel of Judges, and such process shall be repeated until such tie is broken. All

decisions made by Sponsors or Judges will be final. The potential Winner will be notified on or about November by telephone, mail or email and will be required to complete and execute and return an Affidavit of Eligibility, a Liability Release and (unless prohibited by law) a Publicity Release within thirty (30) days from the date notified. If potential Winner: (a) is unreachable after reasonable attempts by Sponsor, (b) fails to return all documents fully executed as required by Sponsor within the specified time period, or (c) does not comply with these Rules, at Sponsor's sole discretion, such potential winner may be disqualified and a new potential winner chosen. If the prize remains unclaimed after thirty (30) days, the potential Winner's claim to the prize is nullified. The potential winner will not become an official Winner until he/she signs and returns all requested affidavits, releases and other documentation, until his/her eligibility has been formally verified by Sponsor, and until he/she has been declared to be an official Winner by Sponsor. The Award Selection may be cancelled or modified, in the sole discretion of Sponsor, in the event an insufficient number of eligible Nominations are received that meet the minimum standards established by the Judges.

5. Prize: One (1) Winner will have his/her choice to receive EITHER (1) a credit of not more than \$17,000 to be used toward the purchase of a Harley Davidson motorcycle (NOTE: the credit must be redeemed within thirty (30) days, if Winner chooses a Harley Davidson motorcycle valued less than \$17,000 Winner will not receive cash back, the credit cannot be redeemed for cash), OR (2) a \$15,000 cash prize. In addition, the Nominator of the Winner will receive a self-guided Harley Tour valued at approximately \$3,750 ("Nomination Prize"). In order to receive the Nomination Prize, Nominator of the Winner must have a valid U.S. motorcycle driver's license and responsible for his/her own expenses for travel to the location of origin for the tour. Winner may not assign or transfer prizes to another party. Odds of winning will be determined by the total number of eligible entries received and the quality of Nomination. All details of the prizes shall be as determined by Sponsor in its sole and absolute discretion. Winner and Nominator of Winner are responsible for any costs and expenses associated with the prizes not specified herein as being provided, as well as all federal, state and local taxes that may be due. Prizes are not transferable or substitutable, except by Sponsor, who reserves the right to substitute a prize of comparable or greater value at its sole discretion.
6. Conditions/Release: By submitting a Nomination Form, participating in the Contest as a Nominator or Candidate, or accepting a prize, each Candidate and each Nominator (a) agrees to be bound by these official rules and any other documents Sponsor requires Candidates and Nominators to sign; (b) agrees to release and forever discharge Sponsor and Sponsor Entities from and against any and all liability and claims with respect to or in any way arising from such the Nomination Form, the Award Selection, participation in the Award Selection or any part thereof, the acceptance, possession, use or misuse of any prize, and any liability for economic injury, personal injury, property damage, loss or any other harm; (c) agrees to defend, indemnify and hold Sponsor and Sponsor Entities harmless from and against any claim, action, liability, loss, injury, or damage relating to or arising, in whole or in part, directly or indirectly, from such Candidate's Nomination Form, acts or omissions in connection with participation in the Award Selection or any part thereof, the acceptance, possession, use or misuse of any prize, violation of these

official rules, the administration of the Award Selection, the exploitation by Sponsor of any of the rights granted herein, (including, without limitation, claims based on publicity rights, defamation or invasion of privacy, or infringement of any other third party right); (d) consents to the use of his or her name, address (city and state), biographical information, Nomination Form, image, photograph, likeness and voice for purposes of advertising, promotion, publicity, trade and for any other lawful purpose, in any manner and in any and all venues or media now known or hereafter devised throughout the world in perpetuity without additional compensation or permission, unless prohibited by law; (e) agrees that the laws of the state of Missouri shall govern the Award Selection, and that any dispute with respect to the Award Selection shall be resolved as set forth in these official rules; (f) waives all rights to claim or collect punitive, incidental, consequential, or any other damages; (g) agrees that all causes of action arising out of or connected with this Award Selection shall be resolved individually without resort to any form of class action; and (h) agrees that any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, excluding attorneys' fees.

Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages so some of the above limitations may not apply.

By submitting a Nomination Form or accepting a prize, each Nominator and each Candidate also agrees that any and all disputes that he/she may have with, or claims he/she may have against Sponsor relating to, arising out of or connected in any way with the Contest or the prizes will be resolved in the federal or state courts located in Missouri and consents to jurisdiction and venue in the federal or state courts located in Missouri.

7. General: Sponsor is not responsible for any typographical or other errors in the printing, offering or description of the prizes or any other materials produced in connection with the Award Selection. Sponsor is not responsible for lost, late, stolen, misdirected, mutilated or illegible Nomination Forms nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Nomination Forms or for technical, network, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive Nomination Forms by Sponsor on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof or for any other reason. Only the published number of prizes stated in these official rules will be awarded.

Sponsor, in its sole discretion, may disqualify any Candidate from this Award Selection, and refuse to award any prize, if Candidate or Nominator engages in any conduct Sponsor in its sole discretion deems to be improper, unfair or otherwise adverse to the operation of this Award Selection or detrimental to other entrants of this Award Selection. Sponsor reserves the right to remove or disqualify any entrant who engages in non-sportsmanlike or disruptive behavior, or with intent to annoy, abuse, threaten or harass any Sponsor Entity. Such improper conduct, includes, without limitation, falsifying personal information required during nomination or to accept a prize, or violating any term or condition stated herein. Candidates and Nominators agree that

Sponsor may void any prize that a Candidate or Nominator may have won or require the return of any prize that Candidate or Nominator may have won as a result of such improper conduct. Candidate and Nominator further acknowledge that any forfeiture of a prize or return of a prize shall in no way prevent Sponsor from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE AWARD SELECTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

If for any reason, Sponsor in its sole discretion determines that the administration, security, fairness, integrity or proper conduct of the Award Selection is corrupted or affected, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Award Selection and select winners from among all non-suspect, eligible entries received prior to the event requiring such action or in such other manner as Sponsor may deem fair and appropriate. In addition, if for any reason, in its sole discretion, Sponsor determines that the Award Selection should not or cannot be run as planned, Sponsor may cancel, terminate, modify or suspend the Award Selection.

The invalidity or unenforceability of any provision of these official rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, that determination shall not affect the remainder of these official rules, which shall be construed in accordance with their terms as if they did not contain the invalid or illegal provision.

All decisions of the Sponsor and Judges related to the Award Selection are final and binding.

8. Names of Winner and Nominator of Winner: For a list of prize winners, send a self addressed stamped envelope, which must be received by December 31, 2010 to: AGCO OTY, AGCO Corporation, 4205 River Green Parkway, Duluth GA, 30096.
9. Sponsor: This Award Selection is sponsored by the AGCO Corporation, 4205 River Green Parkway, Duluth GA 30096.