

PRESSRELEASE – for immediate release

Regina Exhibition Association Ltd. today announced a 10-year, \$1.25 million partnership with Brandt, the Saskatchewan-based machinery and manufacturing giant. The partnership includes exclusive naming rights of the Agridome, which will now be known as Brandt Centre. This is a major step in a series of developments that Regina Exhibition Park has undertaken to significantly re-develop not only Brandt Centre, but the entire Park.

The partnership is a combination of cash, Brandt equipment and services. Brandt's contribution will not only provide annual funding for identified improvements to the facilities, but will also supply the equipment and services required to greatly improve the experience of everyone who attends a Brandt Centre event.

"We're very pleased to begin our partnership with one of Canada's leading private sector companies. Regina Exhibition Park is committed to the development and improvements of our facilities and in ensuring our services are available well into the future. This initiative underscores the commitment Brandt and the Semple family have to the betterment of their hometown community."

Dale Canham, Chair of the Board, Regina Exhibition Association

"Partnering with the Regina Exhibition Association is a natural fit for Brandt. We have been involved in the Farm Progress Show since its inception, as well as Agribition and many other events. This partnership and financial contribution is our way of giving something back to our hometown, our employees and our customers. The improvements made to Brandt Centre will create a venue that we can all be proud of."

Gavin Semple, President, Brandt

"It's home-grown, local businesses like Brandt that make this such a great community. This is another excellent example of the rejuvenation wave that our City has been riding over the last few years and another great example of business and community working together to achieve City Council's long range vision for Regina - to see a city that is attractive, generous, affordable, and that people are drawn to because of its quality of life."

Mayor Pat Fiacco, City of Regina

Established 73 years ago, Brandt is a major agricultural manufacturer, the world's largest independent John Deere industrial equipment distributor and a world-renowned innovator that services markets around the world. Based in Regina, Brandt employs 900 people in five provinces, generating revenues of more than half a billion dollars. Brandt has been named one of Canada's 50 Best Managed Companies for the last several years.

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