

AGCO Receives 2010 NAMA Professional Development Award of Excellence

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Pioneer for Social Media in Agriculture

DULUTH, Ga., Oct 06, 2010 (BUSINESS WIRE) --

AGCO, Your Agriculture Company (NYSE: AGCO), a worldwide manufacturer and distributor of agricultural equipment, today announced it has received the 2010 NAMA Professional Development Award of Excellence in the area of Public Relations. NAMA, the National Agri-Marketing Association, will present this award in conjunction with the 2010 [Trends in Agriculture](#) meeting in Minneapolis today. "We are very pleased that AGCO's public relations and marketing efforts are being honored," said Martin Richenhagen, Chairman, President and CEO of AGCO. "We have implemented social media in external and internal communications, and use AGCO University to create more awareness for these communication channels among our employees."

The NAMA award honors professionals in marketing communications, public relations, product management and sales. Sue Otten, Director of Corporate Marketing & Brand Communications Worldwide, will receive the award on behalf of AGCO. Ms Otten is responsible for the implementation and continuous development of social media at AGCO and has been recognized within the agricultural industry as pioneer and thought-leader in this field. Over the past year, AGCO has integrated social media sites such as [YouTube](#) and [Facebook](#), and publishes the daily [AGCO Blog](#) to serve as an information source and discussion forum on industry matters.

Ms Otten also developed a special social media training course for AGCO employees worldwide. AGCO Academy provided the technical aspects of the course and AGCO University added the course to its employees' global Learning Management System. The course was designed to ensure employees are well-informed about AGCO's social media objectives, policy and philosophy. It includes a guided tour of AGCO's social media sites and information on how to access the sites.

ABOUT AGCO

AGCO, Your Agriculture Company, (NYSE: AGCO) was founded in 1990 and offers a full product line of tractors, combines, hay tools, sprayers, forage, tillage equipment, implements, and related replacement parts. AGCO agricultural products are sold under the core brands of Challenger(R), Fendt(R), Massey Ferguson(R) and Valtra(R), and are distributed globally through more than 2,700 independent dealers and distributors, in more than 140 countries worldwide. Retail financing is available through AGCO Finance. AGCO is headquartered in Duluth, Georgia, USA. In 2009, AGCO had net sales of \$6.6 billion. Please visit our website at <http://www.AGCOcorp.com>.

SOURCE: AGCO

AGCO
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