



NEWS RELEASE

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Simpson Farm Enterprises named Apache Dealer of the Year for the Second Straight Year

MOORESVILLE, Ind., August 1, 2011—At their annual dealer meeting in Indianapolis, Equipment Technologies (ET) recognized Simpson Farm Enterprises (SFE) as the Apache Dealer of the Year. The Apache is the world's leading high capacity mechanical drive sprayer. In addition, two SFE salespeople, Jason Pavlu and Jed Simpson, were recognized for individual sales achievements by earning the *President's Award* and *Top Performer Club Award* respectively.

Simpson Farm Enterprises has always been driven to do things differently. Since their inception, they have resisted the trend of mainline dealerships by focusing on satisfying the unique needs and demands of the application community. They have successfully built their business around the simple notions that application requires niche expertise and the success of their business model requires the flexibility to adapt to the changing needs of the spraying market. Celebrating their 30th anniversary in business, SFE has been representing the Apache brand of self-propelled sprayers since 1998. According to ET Vice President of Sales and Marketing, “The achievements of Simpson Farm Enterprises are the proof that the ideas put into play when Simpson Farm launched their first dealership in 1981 have not only served as the foundation for their success, but will continue to do so as application continues to evolve.” Meyer adds, “We are very lucky to have a long-term partner like Simpson Farm Enterprises and continue to be both grateful for and proud of their tireless dedication to the Apache brand.”

“Representing the Apache sprayer has and will continue to be vital to our ability to service the needs of the farmers and custom applicators we work with,” notes Greg Simpson, President of Simpson Farm Enterprises. Simpson adds, “For over 13 years, we have been working in lockstep with Equipment Technologies as the Apache sprayer has adapted with the market. This has provided an exceptional opportunity for us to have something new and compelling to offer our customers – a differentiator that we feel confident has been a large part of our continued success in the changing application business.”

Equipment Technologies is the largest independently-owned manufacturer of self-propelled sprayers in North America. Operating from its 110,000 square foot headquarters in Mooresville, Ind., the company strives year after year to ensure their Apache line of self-propelled sprayers provide the highest value possible to their customers through their rugged simplicity, dependability and profitability. ET distributes its sprayers throughout North America, Australia and Ukraine through a network of independent dealers.

For additional information, contact Chris Meyer at (317) 834-4500, at chris.meyer@etsprayers.com or visit the Equipment Technologies website at www.etsprayers.com.

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