

FOR IMMEDIATE RELEASE

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This release contains **links to audio and image files**. Please contact ZimmComm New Media at 573-896-5842 if you have any problems or questions. Additional audio or photos are available upon request.

Audio Files: 🔊 (:23) ([celebrity-tractor-hemphill](#))
 🔊 (:26) ([celebrity-tractor-peterson](#))

Image File: ([celebrity-signed-tractor.jpg](#)) New Holland TZ22DA Boomer™ sub-compact tractor signed by celebrities.

‘CELEBRITY TRACTOR’ ONLINE AUCTION OPEN FOR BIDS

New Holland, PA (May 21, 2007) – Online bidding has begun on a one-of-a-kind New Holland compact tractor autographed by more than two dozen celebrities who competed in the popular “Michael Peterson/New Holland Celebrity Tractor Race” during the 2006 CMA Music Festival Fan Fair in Nashville. Proceeds from the auction will benefit St. Jude Children’s Research Hospital and Habitat for Humanity, the charity selected by 2006 Celebrity Tractor Race winner, country music artist Wade Hayes, who also autographed the tractor.

“Probably the most noted autograph on it was Tanya Tucker,” said Gene Hemphill, New Holland Industry Affairs Manager. “It will be up for auction until midnight June 9, which is the night before the 2007 Celebrity Tractor Race.”

Other celebrity autographs include country music artist Michael Peterson, who organized the charity event that bears his name. Peterson is best known for his hits “Drink, Swear, Steal and Lie,” and “From Here to Eternity.”

“This is truly a one-of-a-kind collectible,” said Peterson. “Not only is it a collectible, but it’s also a contribution to Habitat for Humanity and St. Jude Children’s Hospital.”

Bids can be placed at www.newholland.com/na/tractorauction. The site also offers information on the autographed tractor’s specification and the celebrities who competed in the 2006 race. Financial transactions will be conducted offline with the highest bidder, who will be identified after the auction closes and results are verified. Bids will be accepted on the Web site until midnight EDT on Saturday, June 9, 2007.

The 2006 CMA Music Festival was a record-breaker, with more than 161,000 fans attending from every state and 27 countries. During the “Celebrity Tractor Race”, hundreds of cheering fans encouraged the celebrities as they took turns maneuvering their tractor around a timed obstacle course of traffic cones and straw bales for the honor of winning the title as well as for the benefit of their favorite charity. Each celebrity autographed a New Holland TZ22DA Boomer™ sub-compact tractor with a 60” mower deck. The tractor has a retail value of \$12,000.

The 2007 “Michael Peterson/New Holland Celebrity Tractor Race” will be 1-3 p.m., Sunday, June 10, at the Chevy™ Sports Zone at the CMA Music Festival in Nashville. Participating celebrities will again autograph a tractor which will be offered in an online auction next year.

New Holland is a world leader in agricultural, utility and construction equipment. Sales, parts and service are provided to customers by New Holland dealers throughout the United States and Canada. There are more than 1,100 New Holland dealerships located throughout North America.

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These celebrities have autographed the hood or fender of the New Holland TZ22DA tractor:

1. ALAN DYSERT Actor 'All My Children'
2. ALEXANDER 'SASHA' OSTROVSKY Bering Strait
3. BEKKA BRAMLETT Former Member of Fleetwood Mac
4. BILLY BLOCK Americana Movement Leader
5. BILLY YATES Sony
6. BRANDON KINNEY Recording Artist
7. BRYAN WHITE Asylum
8. BUDDY KILLEN Honorary Race Participant
9. CACTUS MOSER Hwy 101
10. CAPTAIN RUSSELL BAILES (R.F. BAILES, III) United States Army
11. COLT PRATHER Warner Brothers
12. CRAIG HENTRICH Starting Punter, Tennessee Titans
13. DEBORAH ALLEN CURB
14. EDIE HAND Author, Honorary Race Participant
15. GENE JOHNSON Diamond Rio
16. WILLIAM A. CHATFIELD Director, Selective Services
17. JIMMY OLANDER Diamond Rio, RCA
18. JOE ON THE GO (JOE DUBIN) Channel 2 'Joe on the Go'
19. JOHN BERRY Captiol Records
20. KASSIE MILLER CMT Star, 'ULTIMATE COYOTE'
21. MEMARIE Christian Country
22. MICHAEL PETERSON Recording Artist
23. RHETT AKINS RCA Recording Artist
24. ROBERT K. OERMANN Music Critic/Historian/Nashville Star
25. SCOTT GETLIN Actor/Songwriter, 'Melrose Place'
26. TANYA TUCKER Superstar – Hit TV Show 'Tuckerville'
27. WADE HAYES Capitol Records
28. WOODY BRADSHAW Universal
29. KATE RUSSELL Recording Artist