



News Release

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Versatile Announces Precision Farming Partnership

Las Vegas, NV – January 9, 2010 – Buhler Industries Inc. (BUI: TSX) and Raven Industries (Nasdaq NGS: RAVN) are excited to announce a new precision ag partnership for the Versatile line of tractors and high clearance sprayers. Versatile Precision Ag System (VPAS) will feature Raven precision ag products offered on both the Versatile tractor line, as well as their new Versatile SX275 Self-Propelled Sprayer.

At the Versatile Dealer Meeting, Marketing Manager Adam Reid announced the partnership. “Raven is a leader in application equipment in sprayers and has extensive expertise in autosteer technology. Their systems are in use in farm equipment around the globe and I’m excited to announce that Versatile will be the first brand to feature Raven autosteer and GPS technology as an OEM. This marks the Versatile entry into precision agriculture and we are excited to have Raven supply the technology.”

VPAS will include a combination of Raven’s SCS consoles, Cruiser™ guidance system, Envizio Pro™ and Viper Pro™ field computers, and SmarTrax™ assisted steering products. By offering the customer different levels of precision ag products, from basic application controls and entry-level guidance up to integrated hydraulic steering and fully functional field computers, VPAS will match any operation with the type of technology they need to increase overall efficiency by getting the job done precisely and helping cut down costs. Precision products offered with VPAS are also scalable, which gives the customer the flexibility of starting at entry level and continue to build on their system as their needs grow and change, or start with a fully integrated system. The in-cab equipment will carry both brand names to recognize the ongoing relationship between Versatile and Raven.

Continued on Page 2...



Versatile Announces Precision Farming Partnership... continued from Page 1

“We’ve made the commitment to provide a comprehensive line of simple to use solutions that benefit operators and growers throughout the global market,” explained Matt Burkhart, General Manager for Raven Industries, Applied Technology Division. “Adding a partner with the international presence and respect of Buhler Industries helps us achieve that goal. Ultimately, growers from all over the world will benefit from this new partnership.”

- 30 -

About Versatile

Versatile, a division of Buhler Industries Inc. (TSX: BUI), is the only Canadian manufacturer of agricultural tractors. The factory in Winnipeg, Manitoba covers almost 700,000 square feet with complete manufacturing and assembly capabilities and full research and development facilities. Versatile also has a rural 40-acre test site with a paved quarter-mile circuit and bump-track. For more information on Versatile tractors visit www.versatile-ag.com.

About Raven

Since 1978, Raven Industries, Inc. (Nasdaq NGS: RAVN) has helped define the concept of precision agriculture—and continues to create ground-breaking ideas and products that improve the position of growers around the world. Raven has earned an international reputation for agricultural innovation, product reliability and unmatched service and support. Success in farming has always been about using less and getting more. With Raven, you can simply do it better.