

AGCO
The Farm Progress 2015 Show® Sweepstakes

OFFICIAL RULES

THE FOLLOWING PROMOTION IS VALID AND ONLY INTENDED FOR REGISTERED ATTENDEES OF THE FARM PROGRESS 2015 SHOW. THE PROMOTION IS NOT OPEN TO THE GENERAL PUBLIC AND IS RESTRICTED TO TRADE. THIS PROMOTION WILL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

PRIZE ACCEPTANCE RELEASE MAY BE REQUIRED.

ODDS OF WINNING THIS PROMOTION WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED.

BY ENTERING THE PROMOTION, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE PROMOTION ENTITIES (DEFINED BELOW) FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

OVERVIEW: The AGCO Farm Progress 2015 Show® Sweepstakes is a random draw sweepstakes (the “Promotion”). These “Official Rules” apply to the Promotion.

ELIGIBILITY: This Promotion is not open to the general public and is restricted to farmers. To participate in this Promotion, you must be: (i) a legal resident of one (1) of the fifty (50) United States or the District of Columbia or a province of Canada (excluding the province of Quebec); (ii) at least the age of majority in your jurisdiction of residence (which is eighteen (18) in most states/provinces but is nineteen (19) in Alabama, Nebraska, British Columbia, Newfoundland, Northwest Territories, Nova Scotia, Nunavut and Yukon and twenty-one (21) in Mississippi) at time of entry; and (iv) a registered attendee of the Farm Progress 2015 Show®. Employees, officers and directors of AGCO Corp. (“Sponsor”), US Sweepstakes & Fulfillment Company (“Administrator”), and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies, vendors, distributors and other prize suppliers (collectively, the “Promotion Entities”) and each of their immediate family members (defined as spouse, IRS dependent, parent/legal guardian, sister, brother, daughter or son, grandparents, grandchildren and in-laws) of, or who reside in the same household (whether legally related or not) as any person in any of the preceding categories, are not eligible to participate. **Employees, officers and directors of Farm Progress 2015 Show exhibitors are not eligible to participate.** Void outside the fifty (50) United States, the District of Columbia, and Canada (except Quebec where it is void) and where prohibited by law.

SPONSOR/ADMINISTRATOR: “Sponsor”: AGCO Corp., 4205 River Green Parkway, Duluth, GA 30096. “Administrator”: US Sweepstakes & Fulfillment Company, 625 Panorama Trail, Suite 2100, Rochester, NY 14625.

TIMING:

PROMOTION ENTRY PERIODS
All eligible entries received

Location	“Daily Start Date & Time”	“Daily End Date & Time”
Farm Progress 2015 Show, AGCO Booth #333, Decatur, IL.	9/1/2015 at 8:00 a.m. (local time)	9/1/2015 at 5:00 p.m. (local time)
Farm Progress 2015 Show, AGCO Booth #333, Decatur, IL.	9/2/2015 at 8:00 a.m. (local time)	9/2/2015 at 5:00 p.m. (local time)
Farm Progress 2015 Show, AGCO Booth #333, Decatur, IL.	9/3/2015 at 8:00 a.m. (local time)	9/3/2015 at 4:00 p.m. (local time)

Sponsor’s clock is the official timekeeping device for this Promotion.

HOW TO ENTER:

Visit the AGCO Booth (the “Booth”) at the Farm Progress 2015 Show in Decatur, Illinois (9/1 through 9/3/2015). Complete a paper ballot entry form in its entirety and deposit it in the entry box provided at the Booth. Incomplete, photocopied, illegible, or mechanically reproduced entries are not eligible. **Limit one (1) entry per person.** Entries must be received during the entry period indicated in the chart above to be eligible. Entries must be received by 4:00 p.m. (local time) on September 3, 2015 to be eligible. Participants need not be present to win.

By your participation you agree to these full Official Rules (“Rules”) that will govern all aspects of your relationship with the Promotion and Sponsor, Administrator, Promotion Entities and agents. These Rules cannot be modified or superseded except by Sponsor, in its reasonable discretion.

All entries become the property of the Sponsor and will not be returned or acknowledged. Sponsor is not responsible for illegible, incomplete, lost, late, damaged, or misdirected entries. Participants may not use any device or artifice to register multiple times or as multiple registrants. Any Participant who attempts to enter under multiple identities or uses any device or artifice to register multiple times will be disqualified and forfeits any and all prizes won, in Sponsor’s discretion.

PRIZE/APPROXIMATE RETAIL VALUE (“ARV”): ONE (1) GRAND PRIZE is available to be won. The Grand Prize consists of a Travel Package consisting of a trip for two (2) to tour the AGCO production facility in Jackson, MN (exact dates to be determined by Sponsor at its sole discretion). Trip package includes: i) round trip, coach-class air transportation for two (2) from a major airport near winner’s home (determined by Sponsor in its sole discretion) to major commercial airport nearest Jackson, MN; ii) X days/X nights hotel accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); iii) ground transportation between airport and hotel; iv) tour of AGCO production facility; and v) transportation between hotel and production facility. ARV of the Grand Prize: \$3,500.

The specifics of all aforementioned elements of the prizes in the Promotion shall be solely determined by Sponsor. All costs, taxes, fees, and expenses associated with any element of the prizes not specifically addressed above are the sole responsibility of the winner. All federal, state and local taxes on the prizes are the winner’s responsibility. Grand Prize Winner will be issued a 1099 tax form for the actual value of the Grand Prize.

Travel must be round trip. Sponsor or Administrator will determine airline, flight itinerary and hotel accommodations in its sole discretion. If in the judgment of Sponsor air travel is not required due to Grand Prize Winner's proximity to destination, ground transportation will be substituted for roundtrip air travel at Sponsor's sole and absolute discretion. The difference in value will not be awarded to the Grand Prize Winner. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. Grand Prize Winner will not receive difference between actual and ARV. Grand Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the Grand Prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. All travel must be completed by September 30, 2016, and must be arranged with Sponsor or Administrator a minimum of thirty (30) days in advance, and is subject to availability and Sponsor's approval. If Grand Prize Winner is unable to fulfill Grand Prize during time period, Grand Prize Winner forfeits the Grand Prize in its entirety and an alternate winner may be selected. All travel dates will be determined by the Sponsor, and once made may not be altered except by Sponsor. Some restrictions may apply. Meals not described above, incidentals, tips, telephone calls, or any other personal expenses incurred during the trip are the responsibility of the Grand Prize Winner. All other expenses not specifically identified as included in the Grand Prize are the sole responsibility of the Grand Prize Winner. Grand Prize Winner and travel companion are responsible for obtaining travel insurance (and all other forms of insurance) at their option and hereby acknowledge that the Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Grand Prize Winner and travel companion must travel the same itinerary and on the dates and/or times specified by Sponsor or Grand prize will be forfeited in its entirety. Once the travel companion is selected, he/she may not be substituted, except at the Sponsor's sole discretion. If Grand Prize Winner is not legally eligible for travel to the destination, the Grand Prize will be forfeited in its entirety and an alternate winner may be selected. Travel companion of Grand Prize Winner must be at least twenty-one (21) years of age or older, unless accompanied by his/her parent or legal guardian, and must sign a Liability and Publicity Release. If Grand Prize Winner's travel companion fails to return such documents within date and/or time indicated within such documents, then the Grand Prize Winner may forfeit the right to the travel companion.

No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value if the prize indicated should become unavailable for any reason. Winner must accept prize in its entirety, as stated in these Official Rules, except that a Grand Prize winner may travel without a traveling companion. In the event that the winner travels without a companion, the ARV of the prize is \$3,500 and the difference will not be awarded. The ARV for this prize is an estimate; the actual value may also vary based on airfare fluctuations, and distance between departure and destination. Winner will not receive difference, if any, between actual and estimated approximate retail value.

ODDS OF WINNING: Odds of winning depend on number of eligible entries received by Sponsor.

RANDOM DRAWING/NOTIFICATION: One (1) Grand Prize winner will be randomly selected from among all eligible entries received in a drawing taking place, under the supervision of the Sweepstakes Administrator, on or about Thursday, September 10, 2015.

Sponsor will have complete discretion over interpretation of the Official Rules, of administration of the Promotion, and of selection of the winners. Decisions of the Sponsor as to the selection of the winner(s) will be final. The Promotion Entities are not responsible for false, incorrect, changed, incomplete or illegible contact information. Notification is deemed to have occurred immediately upon sending of an e-mail or, placing of a phone call.

The potential winner will be required to submit an Affidavit of Eligibility, a Liability Release and, where legal, a Publicity Release (in Canada, a Canadian Declaration and Release which includes a time-limited

mathematical skill-testing question) (collectively, the “Release Documents”) and return the Release Documents within seven (7) days of notification before being eligible to receive his or her prize. If any potential prize winner fails or refuses to sign and return such Release Documents within the time period required by Sponsor or if the prize or prize notification is returned as rejected, faulty, unclaimed or returned as undeliverable to such potential prize winner, such potential prize winner may be disqualified and an alternate may be selected. Non-compliance shall result in disqualification and award of the prize to an alternate winner. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules, or if the potential prize winner cannot attend or participate in any portion of the prize, or declines a prize for any reason prior to award, such potential winner may be disqualified and an alternate potential winner may be selected. The Promotion Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected, or unsuccessful efforts to notify the potential winners, or if potential winner is a minor, for late, lost, misdirected, or unsuccessful efforts of potential winner to provide signed parental or guardian consent.

By entering, each entrant acknowledges and agrees that his/her participation in the Promotion may be subject to, or prohibited or restricted by, his/her employer’s policies and regulations and that the entrant is solely responsible for review of, and compliance with, any such policies or regulations of his/her employer. If a potential winner’s employer prohibits the potential winner’s acceptance of a prize, the potential winner’s entry will be deemed invalid and an alternate potential winner will be randomly selected from among all non-winning entries, time permitting.

PUBLICITY RELEASE: Subject to applicable law, each entrant of the Promotion irrevocably grants the Promotion Entities and each of their licensees, and its and their successors, assigns and sub-licensees the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Promotion, in all forms of media and by all manners (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration except for the awarding of the prize(s) to the winner(s).

WAIVERS, DISCLAIMERS AND RELEASES: All federal, state, provincial, or other tax liabilities, if applicable, are the sole responsibility of a prize winner. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, judges and Administrator, and waive any right to claim ambiguity in regard to the Promotion mechanics, and/or the interpretation of these Official Rules.

By participating in the Promotion, entrants agree to release, discharge and hold harmless the Promotion Entities from and against any and all claims, liability, costs, losses, damages or injuries of any kind arising out of or related to entrants’ participation in the Promotion and/or related to any prize (including, without limitation, losses, damages or injuries to entrant’s or any other person’s equipment or other property, or to their persons, related to participation in the Promotion; or arising out of any violation of rights of publicity or privacy, or claims of defamation or portrayal in a false light; or based on any claim of infringement of intellectual property; or from any typographical, human or other error in the printing, offering, selection, operation or announcement of any Promotion activity and/or prize). Without limiting the generality of the foregoing, entrants agree that Promotion Entities: (A) have neither made nor will be in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, in connection with the Promotion and/or with respect to prizes, including, without limitation, to any prize’s quality or fitness for a particular purpose; (B) maintain no control over the personnel, equipment or operation of any air, water or surface carrier, ship line, bus or limousine company, transportation company, hotel, manufacturer or other person or entity furnishing services, products or accommodations (“Suppliers”) as a part of the prizes provided in connection with the Promotion; and (C) will not be responsible or liable for any injury, damage, loss, expense, accident, delay, inconvenience or other irregularity that may be caused or contributed to: (1) by the wrongful, negligent or unauthorized act or omission on the part of the Suppliers or any of their agents, servants, employees or independent contractors, (2) by any defect in or failure of any vehicle, equipment, instrumentality, service or product that is owned, operated, furnished or otherwise used by any of those Suppliers, (3) by the

wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the Promotion Entities, and (4) by any cause, condition or event whatsoever beyond the control of the Promotion Entities. Each entrant further agrees to indemnify and hold harmless Promotion Entities from and against any and all liability resulting or arising from the Promotion and to release all rights to bring any claim, action or proceeding against Promotion Entities and hereby acknowledge that Promotion Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to a prize, including express warranties provided exclusively by a Supplier that may be sent along with a prize. Sponsor is not responsible for the actions of entrants in connection with the Promotion, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Promotion.

As a condition of entering the Promotion, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Promotion and comply with applicable laws, regulations and rules. Any information entrants provide to Sponsor may be used to communicate with entrant in relation to this Promotion or on a Promotion winner's list. If entrants would like to receive additional promotional information from Sponsor, they may consent by checking the opt-in box at the time of registration for the Promotion. If the opt-in box is not checked, entrants will not receive additional information from Sponsor.

In the event Sponsor is prevented from continuing with the Promotion by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Promotion by any party, or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence) Sponsor shall have the right to modify, suspend or terminate the Promotion or prize.

LIMITATIONS OF LIABILITY: Incomplete, non-compliant, corrupted or untimely Entries, or any Entry generated by a script, macro or other automated means are void and will be disqualified. Sponsor and its agencies are not responsible for incomplete, corrupted or untimely Entries or for incomplete, lost, interrupted or unavailable network, server or other connections, miscommunications, computer or software malfunctions or telephone transmission problems or technical failures, garbled transmissions, damage to a user's computer equipment (software or hardware) or other errors or malfunctions of any kind whether human, mechanical, electronic or otherwise. The Website's database clock will be the official timekeeper for this Promotion. Sponsor, its affiliate companies, parents, subsidiaries, officers, directors, and agents are not responsible for any incorrect or inaccurate information, including, without limitation, that caused by Website users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of submissions in the Promotion. The Promotion Entities assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of e-mail on account of technical problems or traffic congestion on the Internet or at any Website or combination thereof, including injury or damage to entrants or to any other person's computer related to or resulting from participating or downloading materials in this Promotion. If, for any reason, any portion of the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, Sponsor may, in its sole discretion, void any suspect Entries and/or (a) cancel, modify or terminate the Promotion (or any portion thereof); (b) modify the Promotion or suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Official Rules; or (c) award the prizes from among the eligible, non-suspect Entries received up to the time of the impairment. The Promotion

Entities are not responsible for the actions of entrants in connection with the Promotion, including entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Promotion. Persons found tampering with or abusing any aspect of this Promotion, or whom Sponsor believes to be causing malfunction, error, disruption or damage may be disqualified. Additionally, any attempt to cheat the Promotion, as determined at the sole and absolute discretion of Sponsor, may result in immediate disqualification of the entrant, as well as other possible consequences, including disqualification from any and all existing and future promotion. ANY ATTEMPT BY A PERSON TO DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right, at its sole and absolute discretion, to disqualify (or terminate the prize of) any individual who is found to be, or suspected of, acting in violation of these Official Rules, or to be acting in an unsportsmanlike, obscene, immoral or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person.

BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

To have your name removed from any future sweepstakes mailing conducted by the Sponsor, send a copy of the address panel from the mailer you received from the Sponsor, or your name, street address, city, state and ZIP code to: The AGCO Farm Progress 2015 Show Sweepstakes, Name Removal Request, P.O. Box 25466, Rochester, NY 14625-0466.

GOVERNING LAW/JURISDICTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Promotion Entities in connection with the Promotion will be governed by and construed in accordance with the internal laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. The parties each agree to finally settle all disputes in the exclusive jurisdiction and venue of the courts located in Gwinnett County, Georgia.

OFFICIAL RULES REQUEST: For a complete copy of the Official Rules visit <http://www.challenger-ag.us/products/tractors/x-edition.html> or, send a self-addressed stamped envelope, to be received by 9/3/15, to: AGCO Farm Progress 2015 Show Sweepstakes Official Rules Request, P.O. Box 25466, Rochester, NY 14625. Vermont residents may omit return postage with Official Rules requests.

WINNERS LIST REQUEST: For a list of the name and city of residence of the Grand Prize winner, send a self-addressed, stamped envelope, to be received by 10/5/15, to: AGCO Farm Progress 2015 Show Sweepstakes, Winners List Request, P.O. Box 25466, Rochester, NY 14625.

Void in Quebec, Puerto Rico and wherever restricted or prohibited by law.

[PRINT ADVERTISING DISCLAIMERS]

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[DIRECT MAIL DISCLAIMERS]

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