

**FORD OF CANADA JOINS AGRIBITION AS PLATINUM SPONSOR**

Ford debuts the all-new 2011 Ford F-Series Super Duty for the first time in Canada

REGINA, Sask., October 27, 2009 - Jason Pollock, CEO and general manager, Canadian Western Agribition, today announced that Ford Motor Company of Canada Limited joins as a platinum sponsor of the event. Ford will also play a major role as presenting sponsor of the 2009 CCA Finals Rodeo.

"We welcome Ford of Canada in their new role as presenting sponsor of the CCA Finals Rodeo," Pollock said. "Ford is well known as a supporter of rodeo, as well as other major Canadian sports events. We look forward to working with Ford of Canada and the Canadian Cowboys' Association in presenting the CCA Finals Rodeo."

In addition, Ford of Canada will also be unveiling the all-new 2011 F-Series Super Duty, a Canadian premier, at the event. The reveal is scheduled for 11 a.m., on Tuesday, November 24th, at the Ford of Canada trade show display in the Credit Union EventPlex.

"F-Series has been the best-selling pickup truck in Canada for 43 consecutive years and we are working hard to maintain that tradition," said David Mondragon, president and CEO, Ford of Canada. "That's why we wanted to debut the new 2011 Ford Super Duty in the heart of Canada's truck territory. Agribition is the most sought after agricultural marketplace in the world and visitors to the event will be among the first Canadians to see the new Super Duty."

The all-new 2011 Super Duty delivers significant improvements in capability, performance and fuel economy that owners have come to expect from their truck.

To encourage aspiring automotive technicians, Ford has invited 50 students from the Saskatchewan Institute of Applied Science and Technology (SIAST) to participate in the unveiling. They will also get a chance to discuss the technology firsthand, with lead engineers from Dearborn, Mich.

Ford of Canada is also co-sponsor of Canada's Premier Select Ranch Horse Competition and Sale and will have visible presence in the purebred beef barns through named walkways and vehicle displays in the arenas.

Tickets are on sale now for the five performances of CCA Finals Rodeo which will be held Wednesday, November 25th to Saturday, November 28th in the Brandt Centre.

Canadian Western Agribition is Canada's premier international livestock show and marketplace. The 39th edition of Canadian Western Agribition will be held Saturday, November 21st to Saturday, November 28th, 2009 at Evraz Place, Regina, Sask

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