



**JOHN DEERE**

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## **For Immediate Release**

### **John Deere and IRON Solutions collaborate to streamline used equipment analysis and evaluation**

Lenexa, Kansas – April 7, 2008 – John Deere announces an agreement with IRON Solutions to align and integrate product offerings to assist John Deere agricultural equipment dealers in evaluating and pricing used equipment.

This collaboration will facilitate and streamline the machine listing process and enhance the accuracy of equipment valuations. The UsedXpress and [www.machinefinder.com](http://www.machinefinder.com) remarketing systems will be able to integrate broad equipment market intelligence data available in the IRON Solutions *Official Guides*.

“We fully endorse IRON Solutions as the arms length central repository of used equipment costing data and encourage dealers to support and use IRON’s *Official Guides*,” says Michael Gause, division manager, John Deere Remarketing Operations. “This partnership with IRON Solutions allows us to provide our dealers a more robust, innovative remarketing process within UsedXpress that both reduces duplicate data entry and increases market intelligence for our dealer network.”

“At IRON, we know that John Deere dealers have supported and used the *Official Guide* as an important reference to help them make more profitable decisions in managing their used equipment,” explains Darwin Melnyk, CEO, IRON Solutions. “It is our goal, in partnership with John Deere, to enhance and streamline the remarketing efforts of our dealer customers.”

John Deere's UsedXpress application is an exclusive service for John Deere dealers to communicate used equipment location and availability while facilitating the efficient management of used equipment listings for wholesale and retail distribution. The new system will be fully integrated later this year. For more information about used equipment availability, visit our Web site at [www.machinefinder.com](http://www.machinefinder.com) or [www.JohnDeere.com](http://www.JohnDeere.com).

John Deere (Deere & Company - NYSE: DE) is the world's leading provider of advanced products and services for agriculture and forestry and a major provider of advanced products and services for construction, lawn and turf care, landscaping and irrigation. John Deere also provides financial services worldwide and manufactures and markets engines used in heavy equipment. Since it was founded in 1837, the company has extended its heritage of integrity, quality, commitment and innovation around the globe.

IRON Solutions, [www.ironolutions.com](http://www.ironolutions.com), is the leading source of Equipment Market Intelligence for used agricultural, industrial, and outdoor power equipment. IRON Solutions provides an integrated portfolio of services to manufacturers, dealers, producers and finance companies who want to make business-critical decisions, informed by easily accessible and accurate market information. IRON Solutions Official Guides are the trusted source of the gold standard in equipment valuation data.

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