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FOR IMMEDIATE RELEASE

New Brand Strategy announced by Buhler Industries

WINNIPEG, MB - Buhler Industries Inc (TSX: BUI) has released details on a new product brand plan, including the launch of two new company websites. Buhler Industries will now market products by two brand name groups including Versatile, introduced on the company's tractor line last year. The short-line division, including grain augers, grain vacs, hay tools, and crop application equipment including pull-type high clearance sprayers will now carry the Farm King brand name.

"We have been working on this brand strategy for more than two years," explains Adam Reid, marketing manager. "It started with the re-introduction of the Versatile brand in 2008, which was exceptionally well received by our dealers, farmers and the industry in general. Like Versatile, the Farm King brand has been around for decades and is still closely associated with our auger and snowblower lines, which was a major factor in our product brand planning. We also needed to keep the heritage Allied brand name, which will now be prominently featured as "Allied by Farm King" on our front-end loaders and commercial equipment such as rear blades and Triplex mowers."

The company also launched two new websites in conjunction with the rebranding initiative. The corporate website for Buhler Industries will be www.buhlerindustries.com, featuring details on the company and information for investors. This site links to the new product site for the Farm King division, www.farm-king.com. Both sites have been designed to be user friendly, with open and easy access to company and product information.

Buhler Industries Inc. (TSX: BUI) designs, manufactures and distributes agricultural equipment. The products are marketed under the brand names Versatile® and Farm King. Buhler Industries Inc. operates seven modern manufacturing and nine distribution centers totaling over 1.6 million square feet of facilities in the United States and Canada and employs more than 800 people. For more information visit www.buhlerindustries.com.

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Contact:

Adam Reid
Marketing Manager
Phone: (204) 661-8711
E-mail: areid@buhler.com

High resolution photos are available for download at www.buhlerindustries.com/news

Farm King

ALLIED

by Farm King

