

Dear Tractor Driver,

The ninth anniversary of the Show-Me Tractor Cruise is coming up on June 25th. We hope that you'll plan to join us for this fun-filled day where you can enjoy the company of other tractor lovers and benefit some worthwhile organizations that are helping children.

Once again, Derr Equipment, the Case-IH dealership outside Savannah, Missouri has offered their great location to serve as the host site for the Cruise. As always, we plan our route to showcase the beautiful scenery in the area and allow plenty of time for drivers to look over the other tractors in the Cruise as well as visit with others.

We're excited to announce that Max Armstrong, co-host of *This Week in AgriBusiness* on RFD-TV and the host of *Midwest Digest* on the radio is joining us for this year's ride. Max has been a promoter of antique tractors and their restoration for years and features different owners each week on television with *Max's Tractor Shed*. An owner of 3 Farmalls, Max helps organize the Half Century of Progress Show biannually outside Rantoul, Illinois. We know you'll enjoy the opportunity to visit with him on the ride.

Registration for the 2010 Tractor Cruise remains the same as always at just \$30 with no additional charge for those riding in a buddy seat or serving as a relief driver. This fee includes supper at the end of the ride for you and a guest, a driver T-shirt, liability insurance and other costs incurred putting the ride together. Please complete the enclosed registration form and return it to us as soon as possible or register online at www.showmetractorcruise.com. This helps us with advanced planning and coordination of the ride. Drivers who register by June 13th are guaranteed a t-shirt for this year's ride.

Be sure to order lunches for yourself, buddy seat rider and family members and friends. Lunches must be ordered in advance.

Every year, we challenge drivers to collect at least \$100 in donations. While the cruise is a lot of fun, these donations and raising money to benefit organizations helping children is what our drive is all about. The generosity of drivers, donors, volunteers and everyone working together has helped the Show-Me Tractor Cruise to be the largest donor group to the organizations we've worked with since the Cruise began in 2003.

The Show-Me Tractor Cruise continues to be a popular event for drivers and the communities we visit, and we expect that tradition to continue again for this 9th anniversary ride as drivers from multiple states are represented. If you need hotel accommodations, we encourage participants to make hotel reservations *now*. A list of hotels with contact information is posted on our website.

The most current information, online registration, route information, driver tools and more can be found on our website at www.showmetractorcruise.com or by calling (660) 778-3476.

Mark your calendars for June 25th and come join us for the 9th anniversary of the Show-Me Tractor Cruise as we drive "A Few Miles for Many Smiles!" We look forward to hearing from you soon!

Do you have a friend that should be on our mailing list, an address correction or no longer wish to receive our mailings? Let us know by writing us using the address above or by e-mailing tbrand@showmetractorcruise.com. Thank you!