

Montana Tractors Sponsors PBR World Champ Mike Lee

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PUEBLO, Colo. (April 11, 2008) - Montana Tractors is proud to announce that it will be teaming up with 2004 Professional Bull Riders, Inc. (PBR) World Champion Mike Lee (Decatur, Texas) for the remainder of the 2008 Built Ford Tough Series (BFTS) presented by Wrangler season.

“As the official compact tractor of the PBR, Montana Tractors became interested in sponsoring a rider who displayed our values, work ethic, and had the same passion for his trade as we do our tractors,” said Ted Wade, Vice Chairman and Co-Owner of Montana Tractors.

“We decided Mike Lee was that rider. If you know Mike, you know he has a traditional style of riding that is respected by bull riding legends, but you also understand Mike brings a new breed of excitement to his sport. Montana Tractors has the same approach to building tractors. We maintain the quality craftsmanship our customers expect and combine that with the new breed of design our customers deserve.”

As part of the sponsorship, Lee will be wearing the Montana Tractors logo on his chaps and the back of the vest. Additionally, fans can look for Lee at upcoming BFTS events where he will be signing autographs in the Montana Tractor booth in the concourse.

“I am thrilled to be a part of the Montana Tractor team,” stated Mike Lee. “I look forward to working with and riding for Montana Tractors. I have already had a chance to meet some of the people involved with the company, and they have been great. It is exciting to join a company who is excited about the PBR and I hope to have a long standing relationship with them,” continued Lee. “I am also excited to get out and put my new Montana Tractor to use!”

In just a few short years, the company’s vision of combining New-Age Tractor Technology with Old-School Values is becoming a reality. Montana Tractors’ network of dealers across The United States and Canada has grown in number to over 300. The company strives to provide quality products that are fairly priced.

To locate your closest dealer and find out more about Montana Tractors, please visit our website at:
<http://www.montanatractors.com/>

About Montana Tractors:

Montana Tractors is a privately-held corporation based in Springdale, Arkansas. It is the fastest growing brand of compact and utility tractors with models ranging from 23- to 70-horsepower. The company currently employs approximately 70 personnel and assembles product at their plant in Springdale. Montana Tractors has a distribution network of over 300 dealers in North America.

About PBR:

More than 100 million viewers tune in each year to the PBR on FOX, NBC, VERSUS and on a host of foreign networks across the globe. With approximately 500 hours of prime time programming annually PBR ranks among the most prolific sports on air, in addition to attracting over one and one half million live event attendees each year with its multi-tiered event structure which includes the marquee Built Ford Tough Series presented by Wrangler, the Copenhagen Bull Ridingsm Challenger Tour, the Enterprise Rent-A-Car Tour, and the Discovery Tour, designed specifically for entry level contestants. The PBR is headquartered in Pueblo, Colo., and has over 1,200 PBR bull riders competing in more than 300 PBR sanctioned competitions in the United States, Australia, Brazil, Canada, and Mexico.

For additional information on the Professional Bull Riders, Inc., please visit www.pbrnow.com or call 719.242.2800.

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