



JOHN DEERE

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John Deere Attractions Host Longaberger Basket Fest 2008, May 15-18

John Deere and The Longaberger® Company Partner Again to Provide Unique Opportunity to Hand Craft Collectible Baskets and Shop

MOLINE, Illinois (April 9, 2008) – John Deere is partnering again with The Longaberger® Company to present Longaberger Basket Festival 2008, a four-day family event on the John Deere Commons in downtown Moline, Ill. The event will showcase a fun and rewarding Make A Basket experience for event guests, as well as many other learning and shopping opportunities. Returning after a sold-out year in 2006, the festival will take place Thursday, May 15 through Sunday, May 18 at the John Deere Pavilion and John Deere Collectors Center.

In addition to interactive agricultural displays and large John Deere equipment, the John Deere Pavilion and John Deere Collectors Center will house Longaberger basketmaking stations where guests can hand craft their very own commemorative John Deere basket with the help of Longaberger's expert basketmakers. Event organizers estimate they will be able to accommodate 40 Make A Basket guests per hour throughout the event. All of these hands-on sessions include instructions by basketmakers on the art of weaving, trimming and tacking the exclusive John Deere basket. This small-solutions basket with swinging handles includes green and yellow trim strips and tractor tack jackets (small tractors that are nailed into place around the trim strip). Accessories such as basket liner, protector, lid with event logo, handle tie and special event tie-on will be available for purchase.

While entry to the event is free and open to the public, the cost for making a basket is \$59.95 plus tax. Pre-made event baskets will also be available for \$69.95. Those interested in participating are strongly encouraged to pre-register, as walk-in availability could be limited. To reserve a time with Make A Basket, please call Longaberger Guest Relations at 740-322-5588. Longaberger will accept reservations through May 1. After that, walk-ins will be taken on a first-come, first-served basis.

New this year is the Longaberger Factory Store, which features an extensive array of retired and revered products, such as pottery, wrought iron and baskets. And back by popular demand is the Homestead At Home Store, where guests can find just the right accessory or Longaberger gift idea they've been looking for. Longaberger family members will also be on hand to sign baskets.

The John Deere Store, located adjacent to the Pavilion, will have thousands of John Deere licensed items in stock for this event and will offer a special discount during the festival to shoppers who make a basket purchase. Details are available at the John Deere Store.

"We are very excited to bring this festival back to Moline," said Al Higley, manager of John Deere branded properties. "Partnering with Longaberger gives us a unique opportunity to bring together two well recognized brands and our respective customers, collectors, enthusiasts, friends and their families to learn more about this popular craft as well as to explore more about John Deere, agriculture, and this area of the Midwest."

The Longaberger Basket Festival at John Deere runs from 9:00 a.m. – 9:00 p.m., May 15-18, 2008. For more information please visit www.johndeereattractions.com. To reserve a weaving time slot during the festival, please call 740-322-5588.

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About the John Deere Pavilion, John Deere Collectors Center, and John Deere Store

The John Deere Pavilion is one of the world's most comprehensive agricultural exhibits. Located in Moline, Illinois, the glass- and steel-enclosed structure showcases vintage John Deere equipment along with modern-day machinery and interactive exhibits. The John Deere Collectors Center, located one block from the Pavilion, is a living-history exhibit designed to replicate a 1950s-era dealership complete with a display room, customer service department, and sales area. The Collectors Center is the primary resource for enthusiasts and collectors interested in the history and heritage of John Deere and collecting pre-1972 John Deere tractors, equipment and memorabilia. The John Deere Store, adjacent to the Pavilion, is a one-of-a-kind retail facility offering a wide variety of merchandise and collectibles for enthusiasts of all ages. The store stocks more officially licensed John Deere merchandise, such as toys, clothing, books, housewares, and gift items, than any other place in the world. Ph: (309) 765-1000; www.johndeereattractions.com

About The Longaberger Company

Founded in 1973, The Longaberger Company is America's premier maker of handcrafted baskets and offers a variety of other home and lifestyle products, including pottery and other tableware, wrought iron and fabric accessories. Longaberger is based in Newark, Ohio, and approximately 45,000 independent Home Consultants nationwide sell Longaberger products directly to customers in all U.S. states. Led by CEO and President Tami Longaberger, the company was founded in Dresden, Ohio, by Tami's father, the late Dave Longaberger, whose vision to build the company grew out of his family's roots in the basketmaking craft. For more information, go to www.longaberger.com