



JOHN DEERE

For Immediate Release

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John Deere Commons Site of John Deere Basket Fest 2006, May 20-28

John Deere, The Longaberger® Company, and Boyds Bear Country™ provide unique opportunity to weave baskets, create cuddly critters, and broaden awareness of agriculture and pioneer crafts

MOLINE, Illinois (April 19, 2006) – John Deere, in association with The Longaberger® Company and Boyds Bear Country™, will present John Deere Basket Fest 2006, a nine-day family event on the John Deere Commons in downtown Moline, Ill., that will showcase baskets, bears, and big green and yellow machines. Guests can weave their own Longaberger Baskets, create cuddly bears, sit behind the steering wheel of a giant John Deere tractor or combine harvester, test drive a new John Deere riding mower, and experience a variety of arts, crafts, and pioneer trades. Basket “festivities” will take place May 20-28 at the John Deere Pavilion and John Deere Collectors Center.

During the John Deere Basket Fest, in addition to featuring interactive agricultural displays and large John Deere farm equipment, the John Deere Pavilion will house 24 Longaberger Basket weaving stations where guests can register for an hour's worth of weaving time. Sessions include instructions on the art of weaving, trimming, and tacking a Longaberger Basket. As a bonus, guests can personalize baskets by adding green and yellow trim strips and tractor tack jackets (small tractors that are nailed into place around the trim strip).

Longaberger basketmakers will be on site to instruct participants on how to make the company's Medium Chore Basket, a favorite of Longaberger collectors. The cost for weaving a basket is \$56.95 plus tax. Those interested in participating are encouraged to pre-register, but walk-ins will be welcome if space permits. To reserve a weaving time slot during John Deere Basket Fest, please call 740-322-5588.

Longaberger will also display special retail offerings at the John Deere Pavilion, and Longaberger family members will be on hand to sign the bottom of baskets woven on site.

Boyd's Bear Country will feature its Super Duper Bear Factory™ at the John Deere Collectors Center for those interested in creating their very own stuffed animals. Guests can choose a cuddly friend they want to create, select colored beans that will make this friend extra special and bring it to life, name it and pick clothes and accessories. Cost excluding tax typically ranges from \$30 to \$40, depending on clothing and accessory selections.

A variety of crafters and pioneer trades people will be demonstrating their skills and selling their wares at the John Deere Collectors Center. Activities for children and an outdoor bistro will also be part of the festival.

The John Deere Store will have thousands of John Deere licensed items in stock for this event and will offer a special discount during the festival to anyone who makes a basket- or bear-related purchase. Details are available at the Store.

"We are very excited to host this festival" said Al Higley, manager of John Deere branded properties. "Partnering with Longaberger and Boyd's Bear Country gives us a unique opportunity to bring together collectors of all kinds and their families to learn more about these crafts as well as to explore more about John Deere and the past, present, and future of agriculture."

John Deere Basket Fest 2006 hours are: Saturday, 9:00 am – 7:00 pm; Sunday, 10:00 am – 6:00 pm; and Monday – Friday, 9:00 am – 9:00 pm. For more information please visit www.johndeereattractions.com.

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

The John Deere Pavilion is billed as the world's most comprehensive agricultural exhibit. 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 service center. The Collectors Center is the primary resource for enthusiasts and collectors interested in the history and heritage of John Deere and the collection of pre-1960's 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, fabric accessories, handbags and specialty foods. Longaberger is based in Newark, Ohio, and nearly 60,000 independent home consultants nationwide sell Longaberger products directly to customers in all U.S. states. Led by CEO 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

About Boyds Bear Country

Boyds Bear Country™ is a unique 130,000 square foot entertainment retail destination featuring over 70,000 bears and other critters with locations in Gettysburg, Pennsylvania, and Pigeon Forge, Tennessee. Boyds Bear Country is a magical and fun-filled experience for kids of all ages where the most Boyds Bears and Friends anywhere live and play in inspiring settings that are sure to make you laugh or make you sigh! Boyds Bear Country is The World's Most Humongous Teddy Bear Store™ ...which isn't anything to sneeze at...and much more! Boyds Bear Country is owned and operated by The Boyds Collection Ltd. ®, a leading designer and manufacturer of unique, whimsical and "Folksy With AttitudeSM" gifts and collectibles, known for their high quality and affordable pricing. The company sells its products through a large network of retailers, including its Boyds Bear Country locations. Founded in 1979, the company was acquired by Kohlberg Kravis Roberts & Co. (KKR) in 1998. Information about Boyds™ can be found at www.boydsstuff.com For more information about Boyds Bear Country, please visit www.boydsbearcountry.com