

News Release

July 23, 2010
ISEKI & CO., LTD.

Notice of creation of a preparatory committee towards the establishment of a joint company with the Specialized Vehicle Division of Dongfeng Motor group, China.

We would like to announce the fact that we have decided to set up a preparatory committee for establishing “Dongfeng ISEKI Agricultural Machinery Co., Ltd.” (tentative name), working towards the conclusion of an individual contract scheduled for the end of August, 2010, in accordance with the basic agreement to establish a joint company with the Specialized Vehicle Division of Dongfeng Motor group, China on July 19, 2010.

1. System of the preparatory committee for the establishment:

- Chairman: Keiichi Takeshita

Executive Managing Director (Head of Overseas Sales Division)

- Deputy Chairman: Eiichiro Kinoshita

Managing Director (Head of Development & Production Division)

- Members: 6 members selected across the organization from ISEKI & Co., LTD., and each of the ISEKI Group manufacturing subsidiaries.

2. Business content of the preparatory committee:

- 1) Modifications for consistency of contents of the joint venture contract
- 2) Preparation of plans for products and various specification documents
- 3) Formulation of the preparatory plan for the production
- 4) Selection and evaluation of the local parts suppliers and formulation of the method of quality verification
- 5) Adjustment of technological education/contents of guidance, and formulation of the implementation plan.
- 6) Overall control of the situation of progress

3. Date of setting

August 1, 2010