

**News Release****November 18 2009****NEW COMPANY STRATEGY COINCIDES WITH ALLIED FARMERS 120TH MILESTONE**

Allied Farmers Ltd, which celebrates its 120<sup>th</sup> anniversary this Friday at the Hawera A & P show with the launch of the company history: 'Too Old To Be *Secrets* Now', today outlined a new company strategy designed to transform the historic Taranaki based farm services group.

Chairman Mr John Loughlin announced today a bid for the assets of Hanover Finance and United Finance which he said would result in a significant equity injection into Allied.

This would be used to finance a growth by acquisition strategy in the two key areas of rural and finance.

"The company has reached a point where growing its size is imperative to be able to maintain our competitive position, and the new strategy, on the eve of our 120<sup>th</sup> anniversary, effectively constitutes an reinvention of the company, but with a strong reference to its traditional business

"There is much turmoil in the rural and finance sectors at present with major upheaval of ownership and we see opportunities for Allied to significantly bulk up its market presence in the two key sectors.

"We also see a return to the more traditional cross over between rural and finance, which is providing farmers with seasonal finance through their current accounts and developing a balance sheet which will allow us to extend traditional credit on farm supplies purchased through our outlets.

-Ends-

Issued on behalf of Allied Farmers Ltd.

For further information please contact:  
John Loughlin  
(027) 542 2405

**OR**

Klaus Sorensen  
(09) 3071722  
(029) 2322576