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**FOR IMMEDIATE RELEASE**

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### **Record broken at 2007 World Ag Expo**

**TULARE, Calif.,--** Opening day of the 40<sup>th</sup> World Ag Expo brought record breaking numbers in the Expo's International Business Center. For the first time in show history, the Expo welcomed 565 international attendees from 57 countries, in just one day.

"This record one-day attendance is a true testament to the global atmosphere of agriculture. Whether they grow 20 or 20,000 acres of almonds; a farmer's marketplace spans from country to country. We are happy to bring the world's farmers together to share ideas and innovations," said Jana Hopper, director of international marketing for World Ag Expo.

Located in the Central Valley of California, the Expo is nestled in the world's leading agricultural producing state. Serious shoppers visiting the show come in direct contact with leading equipment and technology dealers, and take part in dozens of informational seminars and company demonstrations.

On the second floor of the International Agri-Center's Heritage Complex, the International Business Center welcomes visitors to network with exhibitors and attendees interested in exporting and importing agricultural technology. Volunteer translators available in more than 35 languages assist guests throughout the show's three day run.

*The World Ag Expo is the world's largest agricultural expo, attracting more than 1,600 exhibitors and 100,000 attendees from 66 different countries. This year marks the 40th anniversary of World Ag Expo and a celebration of 40 years of innovative agriculture Feb. 13-15, 2007. For more information visit [www.worldagexpo.com](http://www.worldagexpo.com).*

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