

PRESS RELEASE FROM:



SUBJECT: Transfer of Pearson Potato Machinery Business to Standen Engineering

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The directors of Standen Engineering Ltd and directors of Richard Pearson Ltd are pleased to announce that with effect from 5th September Standen will be responsible for the manufacture and marketing of the combined range of products from both companies that are currently manufactured and marketed separately.

The new organisation will be based at Ely, although some products will continue to be manufactured at Freiston. For the duration of the 2003 potato harvest parts for Pearson products will also continue to be supplied from Freiston, as will service support.

In making this announcement, Standen's chairman Andy Bone said, "For some years it has become apparent that the market for potato machinery right across Europe has contracted, yet the desire for growers to have leading-edge technology in the products they are buying has left many companies with a resource problem. We at Standen have for many years been at the forefront in the development of potato planters, haulm toppers and potato harvesters, and especially in the concept of roller-tables. Likewise Pearson has pioneered star technology for use in destoners, and in harvester and grading-lines. With Standen also having recently acquired the rights to manufacture the Dowdeswell (Norfolk) range of cultivation machinery, which included an advanced Bedformer, the Powavator and Power Harrow, added to which are the products we offer under the Standen-Reflex label, such as the Baselier bed-tiller and topper, we can now offer the potato grower the best products available anywhere in Europe."

Adding to this, Robert Fleet, chairman of Richard Pearson Ltd said, "We are delighted that all the work we have put into the Pearson product line will continue for the foreseeable future. I cannot think of a better company than Standens to carry forward the banner of a British-based manufacturer, and I look forward personally to giving them as much assistance as possible in the coming years." He added, "Richard Pearson Ltd will continue to operate from Freiston, as we have several interesting developments in the pipe-line for the vegetable grower, and will therefore be maintaining a core of people to design and manufacture these products. We will also be manufacturing certain products for Standen." Standen will be assessing dealer needs, and have already appointed TRP as their distributor in Scotland and at Tuxford in Nottinghamshire. Roger Pearson, the managing director of TRP, will be joining the board of Standen Engineering as a non-executive director.

The full product range that will be offered by Standen will now encompass the **Vision** and **Enterprise** harvesters, and the mainly for export the **Quality Master**. Added to these will be the **Megastar** and **Maxistar** soil separators, the Standen **planter range**, which includes models from 2 rows up to 6 rows, plus the new trailed **Goliath** planter with its 4-cup feed system and 3 tonne hopper. Still from the Standen stable will be offered the **Flail Topper**, the **Bedformer** range, which includes a folding 3-bed model, and the **Powavator**, (which also includes a 3-bed folding model) the **Bedvator** and the **Power Harrow**.

Standen-Reflex will continue to offer their range of imported machinery, which includes the **Baselier** bed cultivator and topper, now recently added to with a 3-bed folding model, the **Holmer** sugar beet harvester, the **Asa-lift** vegetable harvesting equipment, the **Keulmac** and **Leenpoel** machinery for the onion and carrot grower, and the **Herriau** precision drill. Finally Standen will be offering the **Galaxy Star Cleaner** and **Standen Roller-table**, for fitting into grading lines and harvesters.

Further Details from: A.C.W. Bone

Standen Engineering Limited,

Hereward Works, Station Road, ELY, Cambs. CB7 4BP

Tel No: 01353 661111

Fax No: 01353 662370
