



FOR IMMEDIATE RELEASE

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Valley Irrigation and PressurePro™ Announce Award Winning TPMS Integration Leaders in TPMS & Precision Irrigation bring tire pressure monitoring to mechanized irrigation

Valley, NE and Harrisonville, MO: January 2, 2012: Valley Irrigation, the leader in precision irrigation, and Advantage PressurePro™, world leaders in Tire Pressure Monitoring Systems (TPMS) and TPMS technologies, are proud to announce the addition of tire pressure monitoring to Valley's control technology product line. The integrated solution, dubbed Valley TPMS, is a market first in mechanized irrigation and is a proud recipient of the 2012 World Ag Expo Top-10 New Products award.

"We are excited to have been named a World Ag Expo Top-10 New Product," said John Rasmus, Valley Irrigation's Control Product Manager. "With the Valley Tire Pressure Monitoring System, the exact location of the flat tire can be identified at the Valley Pro2 control panel, or remotely with the Valley BaseStation2-SM."

Traditionally, flat tires go undetected until the center pivot stops, leading to potentially permanent damage to the tire, its rim and wheel gearbox, resulting in costly replacement parts to keep the pivot fully functioning. The remote monitoring capabilities of Valley TPMS remedy this problem, adding new efficiencies and savings for customers.

Valley TPMS was developed in response to a need identified by the Navajo Agricultural Products Industry (NAPI). With more than 10,000 tires and wheel gearboxes in their operation, NAPI needed a way to monitor for low tire pressure without having to constantly replace parts.

"Detecting a low tire before it fails decreases downtime of the pivot during peak irrigation season, when irrigating is critical to maximizing yields," stated Anthony Valdez, NAPI Irrigation Manager. "The ability to identify low pressure warnings in the tires has really helped to reduce service costs. With Valley TPMS, we can now preempt labor and fuel costs, as well as reduce maintenance time, by knowing when a tire is low."

Created through a formal partnership with Advantage PressurePro, the Originals in Tire Pressure Monitoring, Valley TPMS is able to immediately leverage over 20 years of market experience and knowledge. Utilization of PressurePro's sensing components also bring proven reliability, durability and accuracy to the units.

"We are energized by this new partnership and product," stated Vanessa Zaroor, PressurePro's Director of Marketing. "The benefits the Valley TPMS solution can provide through reducing unnecessary expenses and improving growth yield can add significantly to profits for growers."

For more information about Valley TPMS, producers can contact their local Valley Dealer or visit www.ValleyIrrigation.com.

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About Advantage PressurePro, LLC.

Advantage PressurePro is the developer and marketer of the PressurePro line of Tire Pressure Monitoring solutions. The leading aftermarket TPMS system worldwide, PressurePro has been involved in the TPMS industry since 1991 and is noted as a pioneer in their market. Known for the reliability, durability, accuracy and ease of use of their solutions, PressurePro is the recipient of the 2007 Frost & Sullivan Best Practices Award. The only TPMS provider to offer numerous advanced monitoring options including data logging and the ability to send signals across vehicle networks, PressurePro was the first TPMS Company to add communications capabilities across their product line, bringing to life remote monitoring options alongside of the world's leading Telematics products. Further, PressurePro also provides the market's only fully automated drop-and-hook applications. Trusted by customers worldwide, PressurePro is proud to remain American Made.

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