

**Growing on a solid foundation of customer satisfaction.
Delivered by the local people you know.
Solid, stable, family owned and still John Deere**

Belkorp Ag, LLC ("Belkorp Ag") and Rainbow Ag are pleased to announce that Belkorp Ag has acquired the John Deere dealerships in Ukiah and Calistoga on March 1, 2013 from Rainbow Ag. The Mayfield family will continue to own and operate Rainbow Ag with locations in Ukiah and Lakeport. The Rainbow Ag retail stores will continue to supply the area with lawn and garden equipment, irrigation, clothing, feed and supplies.

What is changing?

- The name to Belkorp Ag
- We are now part of a larger and stronger dealership group.
- John Deere and other shortline brand tractor implements and parts will be sold by Belkorp Ag.
- All other products will continue to be sold by Rainbow Ag.
- You may need to check out on two different cash registers.

What is staying the same?

- Still a family owned business
- The parts team
- The service team
- The sales team
- Your charge account as it relates to Rainbow Ag
- A culture of customer satisfaction

Belkorp Ag is owned by Belkorp Industries Inc., a family owned company, located in Vancouver, BC. Its origins date back to the 1940's and the company has grown over the past 70 years with diversified holdings throughout the United States and Canada.

As your local John Deere dealer, now in five convenient locations (Ukiah, Calistoga, Modesto, Patterson and Merced), it is Belkorp Ag's intent to provide you with world class customer support and communication as well as maintaining dealership satisfaction, integrity and accountability.

According to Jim Mayfield, "Rainbow Ag will continue to serve Lake and Mendocino Counties from our existing locations. Rainbow will miss our long association with John Deere, but Belkorp Ag will be a great steward of the John Deere customer relationships that we have worked hard to nurture and develop over the past 30 years."

