

Ritchie Bros. to conduct agricultural public auction for Huron Tractor in Exeter, ON

8/16/2010

EXETER, ONTARIO (August 16, 2010) – On September 9, 2010, Ritchie Bros. Auctioneers (NYSE and TSX: RBA), the world's largest industrial auctioneer, will conduct a multi-million dollar public unreserved auction for Huron Tractor at Huron's Trade Barn store in Exeter, Ontario. Huron Tractor www.hurontractor.com, a full service John Deere dealership specializing in agricultural and lawn and grounds care equipment, will sell more than 350 items at the unreserved public auction, including more than 100 tractors. Every item will be sold on auction day with no minimum bids or reserve prices. More information, including equipment photos and details, is available at www.rbauction.com.

Established in 1961, Huron Tractor operates nine John Deere dealership locations across southern Ontario. In the 1980s the company established the Trade Barn in Exeter to store and market agricultural equipment through the winter months.

"Huron Tractor has recently expanded with the addition of three stores and the purchase of more property at our location in Exeter," said Frank Winters, President of Huron Tractor. "As a result, we've decided to consolidate and clear out some of our surplus inventory and older stock items with a Ritchie Bros. auction. We chose Ritchie Bros. because we received very positive endorsements from John Deere dealers across Western Canada who had previously worked with them. With Ritchie Bros.' global reach, online auction services and strong agricultural connections in Western Canada, we'll also be able to tap into agricultural markets beyond those we currently serve in Ontario and the U.S."

More than 100 tractors from John Deere, Case, New Holland and Kubota will be sold in the Exeter auction, including a 2008 New Holland T9020 4WD, 2009 Case IH 215 MFD and 2006 New Holland TG215 MFWD. A large selection of headers, cultivators, seed drills, balers, spreaders and row crop planters will also be sold.

The Exeter auction will take place in Huron Tractor's 26,000 square-foot Trade Barn building. Equipment will be driven over a ramp set up inside the Trade Barn in front of a seated crowd. Customers can visit Huron Tractor's Exeter location prior to the September 9 auction to test, compare and inspect items for themselves. All items will be sold to highest bidders on auction day—regardless of price.

"We are very pleased to be chosen by Huron Tractor to conduct this auction for them," said Simon Wallan, Vice President, Ritchie Bros. Auctioneers. "It's a unique opportunity for us to form a strategic partnership with a growing company in Ontario's agricultural industry that is just as progressive as and has similar business values to Ritchie Bros."

Auction details:

- Location: Huron Tractor, 305 Main Street North, Exeter, ON, NOM 1S0
- London auction site phone: +1.519.425.4321
- Time and date: Thursday, September 9, 2010 starting at 8:00 a.m.
- The auction is open to the public and registration to bid is free.
- Customers can inspect, test, and compare items at Huron Tractor during regular business hours.
- Interested buyers can bid in person, online in real time at www.rbauction.com or by phoning Ritchie Bros. at +1.519.425.4321 to place a proxy bid in advance

About Ritchie Bros.

Established in 1958, Ritchie Bros. Auctioneers (NYSE and TSX: RBA) is the world's largest industrial auctioneer, selling more equipment to on-site and online bidders than any other company in the world. The Company has over 110 locations in more than 25 countries, including 42 auction sites worldwide. Ritchie Bros. sells, through unreserved public auctions, a broad range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, agricultural, material handling, mining, forestry, petroleum and marine industries. The Company maintains a web site at www.rbauction.com and sponsors an equipment wiki at www.RitchieWiki.com.

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ATTENTION MEDIA: Photos and other media resources are available for use at <http://www.rbauction.com/media>. Members of the public and the media can follow Ritchie Bros. on Twitter @RitchieBros

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