

NEWS RELEASE

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BOUMATIC OFFERS A PREVIEW OF THE XCALIBUR 360EX ROTARY MILKING SYSTEM AT WORLD DAIRY EXPO 2007

MADISON, WISCONSIN – BouMatic™, a global dairy equipment and chemical manufacturer, gave the dairy industry a preview of its newly designed *Xcalibur*™ 360EX rotary milking system at World Dairy Expo 2007.

"Our product team is very excited about this outstanding new rotary milking system, which will be available in early 2008," said Mike Pawlak, BouMatic Executive Vice President. "This rotary is the most advanced in the industry and its cutting edge, herd management system interface, the *TouchPoint*™, is unlike anything ever seen in a milking parlor," he added.

"The *Xcalibur*™ 360EX is ruggedly built and precision engineered to deliver unrivaled throughput and maximum efficiency for all commercial dairy operations," said Pawlak. "Its variable speed hydraulic drive system, massive I-beam drive rail and central pivot system are the toughest in the business," he added.

Built for the largest dairy herds and around-the-clock milking, the *Xcalibur*™ 360EX is engineered with a low profile, cow-friendly platform in a contemporary, robust design. All critical pipelines for milk, cleaning, vacuum and pulsation are protected below the deck, and milking units are also at rest below the deck where they are protected from cow traffic.

BouMatic engineers designed the *Xcalibur™ 360EX* for efficient installation. No exposed system supports means construction and concrete work can be completed much faster, minimizing overall installation time. BouMatic representatives will work with dairy operators to analyze and design the ideal rotary milking system for any size dairy herd, using its sophisticated parlor design program.

“Through increased cow comfort, operator efficiencies, improved equipment performance and long-lasting construction, the *Xcalibur™ 360EX* provides dairy operators with a system that will yield the ultimate return on their investment,” said Pawlak. “This innovative design from BouMatic will deliver the most efficient milking solution with the bottom line results commercial dairy operators demand,” he added.

Currently BouMatic is introducing several new products at major dairy and agricultural expositions worldwide. In addition to the *Xcalibur™ 360EX*, BouMatic is launching *BlueMAX™*, a revolutionary new no-mix chloride dioxide teat dip, *BedCide™*, a super absorbent, germ-fighting bedding conditioner for dairy cows, the *DualFlo™* swing over parlor milking system and the *Glacier™ VK Series* packaged chiller.

BouMatic has dairy equipment and supply sales in over 40 countries, and employs over 400 people worldwide, with corporate offices in Madison, Wisconsin, USA and Remicourt, Belgium. For more information go to: www.boumatic.com

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