

**PONSSE PLC PRESS RELEASE, 10 December 2010****Ponsse's new sponsorship agreements**

Ponsse plc has signed new sponsorship agreements with athletes. They include both long-term partners and new, young talents.

Ponsse plc will continue its cooperation with javelin thrower Tero Pitkämäki and has signed a main partnership agreement with him until the end of 2012. In addition, Ponsse will continue its agreement with the KalPa ice hockey team for the 2010–2011 season. Ponsse has a partnership agreement with rally driver Mikko Hirvonen until the end of 2011.

Ponsse plc has signed new sponsorships with volleyball player Antti Siltala, and cross-country skiers Kerttu Niskanen, Marjaana Pitkänen, and Iivo Niskanen. A three-year partnership agreement has been signed with Kerttu Niskanen until the end of 2013, two-year agreements with Marjaana Pitkänen and Iivo Niskanen until the end of 2012, and until the end of 2011 with Antti Siltala.

"We have engaged in long-term cooperation with our sponsorships. The cooperation with Tero Pitkämäki started back in 2004 when he won his first Finnish Championship. We have also supported the Savo region based KalPa since 2004. We already carried out cooperation with Mikko Hirvonen during his amateur years, and officially since 2004. All our long-term partners have been excellent messengers for our company and our business at sport arenas in Finland and abroad," says Juha Vidgrén, Chairman of the Board of Ponsse Plc.

"This time, we also wanted to sponsor young future talents. In our location, Vieremä, there are promising young cross-country skiers who have succeeded at the national level and we wanted to support the first steps of their career. Kerttu Niskanen, Marjaana Pitkänen and Iivo Niskanen are all athletes with a positive attitude, and we are confident that they will succeed. Volleyball player Antti Siltala, a member of Finland national volleyball team, is also from Vieremä," says Juha Vidgrén.

"All athletes with whom we have now signed agreements originally started their cooperation with Einari Vidgrén. Einari also personally supported our newly sponsored cross-country skiers and volleyball player Antti Siltala. Ponsse has also gained extensive attention in horse racing where A.T. Eko, the championship winner owned by Einari, is the most recent example of success. Our cooperation also with athletes will continue along the same path that Einari has started" says Juha Vidgrén.

Vieremä, 10 December 2010

PONSSE PLC

Juha Vidgrén  
Chairman of the Board

**FURTHER INFORMATION**

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