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## News Release

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### **GEHL COMPANY AND THE MILWAUKEE BREWERS ANNOUNCE NAMING RIGHTS PARTNERSHIP** *All-Inclusive Group Area on Club Level to be Named the Gehl Club*

**WEST BEND, WI** – Gehl Company and the Milwaukee Brewers have reached an agreement on a multi-year corporate partnership which includes the naming rights to the new all-inclusive group area on the Club Level which made its debut earlier this season at Miller Park. Announced today by Brewers Executive Vice President – Business Operations Rick Schlesinger, the area will be named the Gehl Club.

In addition to the naming agreement, Gehl will receive additional hospitality and advertising elements through the partnership, including messaging on the first and third base rotational signs.

The Gehl Club is the newest entertainment attraction at Miller Park and has become a popular destination area in its initial season of existence. Located adjacent to The .300 Club, the Gehl Club offers an all-inclusive, upscale entertainment experience for up to 240 people. It features an open-air patio design on three separate levels with numerous seating options, two private bar locations and a full buffet with a variety of food offerings.

“We’re very excited to be partnering with the Milwaukee Brewers,” said Dan Keyes, Gehl Vice President of Sales and Marketing. “The association with the Brewers is a natural fit for Gehl Company and our overall sports marketing program.” Keyes further commented, “The Brewers have presented a unique opportunity that we feel will increase the awareness of our company on many levels. Gehl Club allows us to showcase our company, products and brand to a large audience year round.”

The Brewers have targeted June 1 as the date for the official changeover for the club level group area into the Gehl Club.

“This partnership with Gehl Company is an ideal fit for our newest group facility inside Miller Park,” said Schlesinger. “Forming a partnership with a prominent company like Gehl, a southeastern Wisconsin corporation with nearly 150 years in business, is an exciting opportunity for the Milwaukee Brewers.”

Gehl Company (NASDAQ NM: GEHL) is a manufacturer of compact equipment used worldwide in construction and agricultural markets. Founded in 1859, the Company is headquartered in West Bend, WI, with manufacturing facilities in West Bend, WI; and Madison and Yankton, SD. For more information on Gehl Company visit the Gehl website at [www.gehl.com](http://www.gehl.com) or contact the Gehl literature hotline at 800-628-0491.

***Photo caption (left to right): Dan Keyes, Gehl VP of Sales and Marketing, William Gehl, Gehl CEO and Chairman, and Rick Schlesinger, Brewers Executive Vice President – Business Operations.***