



PRESS RELEASE

New Holland Donates More Than \$50,000 to Fisher House *Funds generated as part of True Blue Salute program*

NEW HOLLAND, Pa. -- January 2, 2014

New Holland Agriculture and Construction announced today a donation of \$57,800 to the Fisher House Foundation. The funds were generated as part of the True Blue Salute program that ran from September 11 to November 11, 2013.

"We're proud to support the Fisher House Foundation and the great work that they do on behalf of our military families," says Abe Hughes, Vice President, New Holland North America. "The goal of the True Blue Salute program is to support Fisher House and recognize the courage, service and sacrifice so many people make every day to keep us safe and free."

Through the True Blue Salute program, New Holland offered a \$911 "Thank You" coupon off selected models of New Holland Agriculture and Light Construction equipment to members of our Armed Forces, Police Officers and Firefighters, as well as their families. In addition to the "Thank You" for military and first responders, New Holland donated \$250 to the Fisher House Foundation for each qualifying model sold under this program.

Since January 2012, New Holland has raised over \$1.2M for the Fisher House under similar True Blue Salute programs.

"We're very thankful to New Holland not only for this donation, but for the contributions they have made to the Fisher House Foundation," says David Coker, President of Fisher House Foundation, Inc. "The Fisher House Foundation provides a network of comfort homes where military and veterans' families can stay at no cost while a loved one is receiving treatment, and contributions from New Holland go a long way to helping us achieve our goals."

About New Holland

New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com. New Holland sells and services an innovative line of agricultural equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production and material handling equipment. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America.

<http://www.youtube.com/NewHollandNA>
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About Fisher House

The Fisher House program is a unique private-public partnership that supports America's military in their time of need. The program recognizes the special sacrifices of our men and women in uniform and the hardships of military service by meeting a humanitarian need beyond that normally provided by the Departments of Defense and Veterans Affairs. Because members of the military and their families are stationed worldwide and must often travel great distances for specialized medical care, Fisher House Foundation donates "comfort homes," built on the grounds of major military and VA medical centers. These homes enable family members to be close to a loved one at the most stressful times—during the hospitalization for an unexpected illness, disease or injury.

There is at least one Fisher House at every major military medical center to assist families in need and to ensure that they are provided with the comforts of home in a supportive environment. Annually, the Fisher House program serves more than 12,000 families, and have made available over three million days of lodging to family members since the program originated in 1990. By law, there is no charge for any family to stay at a Fisher House operated by the Department of Veterans Affairs; and Fisher House Foundation uses donations to reimburse the individual Fisher Houses operated by the Army, Navy and Air Force. No family pays to stay at any Fisher House.

To learn more about Fisher House Foundation, visit <http://www.fisherhouse.org/>.

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