

For Immediate Release

AgWeb Launches Free Mobile App, Keeping Online Users Connected in the Field

Philadelphia, PA (October 21, 2011) — Farm Journal Media's AgWeb.com launched its mobile application today, providing smartphone users with easier, more graphic access to its market-leading content.

"Our online user base—the largest web audience in agriculture—repeatedly turns to AgWeb for current market information, agriculture news and online tools and databases. The new mobile app will help keep growers connected to AgWeb from their mobile phones or tablets, even when they are in the field or on the road," said Greg Vincent, AgWeb Editor.

Vincent anticipates that two of the most popular features of the new app will be its weather and markets sections. Users can get current local weather conditions, 12-hour weather history and forecasts, precipitation, wind forecasts and a seven-day forecast. The weather radar can also be expanded to show weather activity down to the road level, allowing farmers to see if they are getting rain on a particular field.

The full AgWeb markets section is also available on the new app. Users can see market quotes and charts for each agriculture commodity, livestock, financial and metal markets found on AgWeb.

They will also receive direct feeds of current agriculture news, weather and market updates. A feed of the popular "AgWeb Radio" markets program with host Al Pell also is available, bringing agricultural audio programming right to farmers' phones.

The new app is free to download, and available through [iTunes](#) and [Android](#) app stores for use on iPhones and Android mobile devices and tablets.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn College TV" and "Leave a Legacy TV" national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show "Consumer Ag Connection." Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.