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For Immediate Release

Farm Journal Announces New Seed Traits Reference Guide

Philadelphia, PA (January 4, 2011) Farm Journal Media today announces release of a new set of tables detailing characteristics of the single and stacked traits in corn, soybeans and cotton.

“Seed complexity is growing at an astounding rate. At the core of much of the confusion and misunderstanding is the composition and application data around the traits. We’ve pulled data from nearly one hundred sources, including university data, myriad company published sources, website information and interviews with industry experts,” says Jeff Pence, President of Database Strategies at FJM. “The result is a fully comprehensive trait reference guide of all of the individual and stacked traits, including those reported by companies as *in the pipeline*.”

Further details of the Reference Guide include:

- 14 companies or joint-venture partners
- 86 individual traits
- 61 stacked or complex traits
- 60 individual or stacked traits announced as “in the pipeline”

Data points include:

- Trait ID
- Company
- Description
- PAT/protein code
- GMO and registration (Y/N)
- Pests and/or application details

The company anticipates this set of tables will be a useful quick-reference guide for field sales representatives, marketing and even field agronomists. Quarterly updates will be part of any sales agreement. For more information, visit www.farmjournaldata.com.

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 “Outdoors on the Farm” national TV programs. Its Web sites include the industry leader, AgWeb.com, and MyMachinery.com. 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.