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For Immediate Release

Farm Radio's Longest-Running Talk Show Expands to a Second Hour

South Bend, Ind. (Jan. 2, 2018)—Farm Journal announced today that 'AgriTalk,' agriculture's most-listened-to talk-radio program, will expand to a new two-hour format. Beginning today, the company's afternoon radio program, 'Market Rally,' becomes 'AgriTalk After the Bell.' 'AgriTalk' will continue to air each weekday morning, with Chip Flory hosting both hours of the nationally syndicated talk show.

"Two full hours of national radio-talk focused entirely on news, policy and markets for agriculture will be unlike anything else in farm radio," says Brian Conrady, Senior Vice President & General Manager of Farm Journal Broadcast. "With Chip at the mic, the new afternoon edition of 'AgriTalk' will be a powerful complement to the morning broadcast."

The first hour of 'AgriTalk' airs from 10 a.m. to 11 a.m. CST with a keen focus on the news and policy issues that matter most to farmers and ranchers. 'AgriTalk After the Bell' will air from 2 p.m. to 3 p.m. CST, to build on the in-depth coverage of the commodity markets.

"'AgriTalk' has a rich tradition as the open-mic for opinion-leaders, and the second hour of the program will continue to be the go-to source for banter with some of the brightest market analysts and risk-management specialists in the business," Flory said. "Hosting both shows gives me the opportunity to connect the dots between farm policy and global events to the markets and the decisions farmers and ranchers make every day."

"This new offering of 'AgriTalk' will allow clients better value and frequency for their radio buy," added Mark DePrez, Vice President of Broadcast Sales. "The new 'AgriTalk' AM/PM combo features an affiliate network of more than 110 stations nationally, almost all in the key north-central states. This shift allows us to provide our customers with continuity and frequency."

Following in the footsteps of Ken Root and Mike Adams, Flory is the third host in the 23-year history of 'AgriTalk.' A graduate of Iowa State University, Flory spent three years reporting from the floors of the Chicago Board of Trade and the Chicago Mercantile Exchange. With Pro Farmer since 1991, Flory has long been a content leader for Farm Journal's newsletter division, most recently serving as Editorial Director. In addition, he serves as the Farm Journal Economist, has led the Pro Farmer Midwest Crop Tour and helped launch Market Rally radio in 2013. Flory is also a member of the National Association of Farm Broadcasters.

About Farm Journal (farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business

magazines; events; nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.