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For Immediate Release

MachineryPete.com Sets Record

Chicago, Ill. (Jan. 30, 2017)—Machinery Pete announced today a new traffic milestone with more than half a million farmers visiting *MachineryPete.com* to shop for used farm equipment in December 2016. The website also recorded record page-view and listing-page-view numbers, further demonstrating the robust shopping activity now occurring on the platform.

Farmers are increasingly using the internet for their farm equipment search and despite challenges in the farm economy, farmers are actively searching for used equipment online. *MachineryPete.com* is the industry's fastest-growing and most advanced online marketplace.

"2017 will be a year of opportunity in the used farm equipment market," said Greg Peterson, Founder of Machinery Pete. "Sales of new equipment have slowed, but even in this ag economy we are seeing a very active and dynamic used equipment market with values stabilizing and some cases even rising a bit late in 2016, but still some fantastic buying opportunities out there. We are excited to reach these new record search traffic and visitor traffic levels."

On average, 60% of *MachineryPete.com* visitors browse the site using a mobile device or tablet highlighting an emerging trend—the rise of mobile use among farmers and ranchers.

Clear trends arose among equipment category searches in the fourth quarter of 2016. To be expected with the new season on the horizon, planter searches were up 133% from last quarter. Also on the rise, searches for skid steers were up 81% and livestock equipment increased by 70%. Both high-power tractors and combine searches remained steady.

With more than 100,000 followers across social media, Machinery Pete has drawn farmers in with dealer listings from across the country. Combining industry information with new search features, farmers are finding equipment easier and faster using *MachineryPete.com*.

About Machinery Pete LLC

MachineryPete.com is the premier online destination for farmers and dealers, providing a comprehensive used farm equipment search experience. The site offers access to Machinery Pete's trusted auction database of more than 500,000 prices sourced through firsthand data and a curated network of more than 1,000 auction firms, upcoming auction events and trend analysis. Farmers can also find Machinery Pete blog archives, videos and much more to help them make an informed decision when finding and valuing their next piece of used farm equipment. Plus, MachineryPete.com offers farm equipment dealers innovative marketing solutions to get their listings front and center to a growing, targeted farm audience, including online advertising, market

intelligence and analytics. In 2014, Farm Journal Media bought a majority interest in Machinery Pete, and the two companies have partnered to combine their experience and reputation to engage and provide measurable value to both farmers and dealers.

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 139 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; five 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 dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.