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For Immediate Release

Farm Journal Media to Launch “Market Rally” Radio Program

PHILADELPHIA (February 10, 2014)—Farm Journal Media announced today the scheduled launch of “Market Rally” with Chip Flory, the first-ever long-format national radio program focused exclusively on agricultural commodity markets. Debuting March 10th, the one-hour program will air Monday through Friday at 2:00 p.m. Central, right after the close of major commodity markets. Flory will host the program live from Farm Journal Broadcast’s new studio at *Pro Farmer* in Cedar Falls, Iowa.

“We have a really solid group of radio stations already committed to air ‘Market Rally’ and anticipate several more before its March debut,” said Brian Conrady, Senior Vice President of Farm Journal’s Broadcast Division. “The show fills a programming void for many stations, plus wraps their day’s farm coverage with a new, information-packed, entertaining program. It’s all about markets, which everyone knows farmers can’t get enough of.”

Flory is well known as a 25-year veteran of Farm Journal’s *Pro Farmer* newsletter. He will remain *Pro Farmer*’s Editorial Director, but in connection with the program’s launch, Brian Grete, long-time Senior Market Analyst at *Pro Farmer*, has been promoted to Editor. *Pro Farmer* has initiated a search to fill Grete’s Senior Market Analyst role.

“We have a long list of guest analysts anxious to share their market perspective with the audience each day,” Flory said. “Plus, we’ll take listener questions and comments via phone, text and social media. Our goal is to remove as much confusion as possible from this increasingly volatile marketing environment.”

“Chip is one of agriculture’s most sought-after public speakers with a highly entertaining style that is both informative and engaging,” Conrady said. “He has extensive career broadcast experience, plus he serves as a frequent guest on Farm Journal’s other radio and TV programs. Growers and others who follow ag commodities will love getting a daily dose of his lively commentary.”

“Market Rally” will also be available online at Farm Journal Media’s *AgWeb.com* site, in addition to the broadcast coverage provided by local radio affiliates.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 137-year-old flagship *Farm Journal*, *Top Producer*, *Beef Today*, *Dairy Today* and *Implement & Tractor*. The company produces and distributes “AgDay,” “U.S. Farm Report,” “Corn College” and “Leave a Legacy” national TV programs. The company produces the industry-leading website *AgWeb.com*, two syndicated radio shows, “AgriTalk” and “American Countryside,” and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™--a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media 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.