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## **For Immediate Release**

### **Machinery Pete Launches Farm Show Spotlight Video Product at Oklahoma City Farm Show**

Chicago (May 11, 2018)—*MachineryPete.com*, the fastest-growing online used farm equipment website, introduced a new and revolutionary way for farm show exhibitors to reach farmers on a massive scale with the launch of Machinery Pete's Farm Show Spotlight video product.

The Farm Show Spotlight offers farm show exhibitors an opportunity to share their story and showcase their product offerings via video. Machinery Pete then amplifies their story by sharing it with more than 300,000 farmers on Facebook, Twitter, YouTube and Instagram. Machinery Pete also sends an email to approximately 140,000 farmers spotlighting these companies and their products. The Farm Show Spotlight brings the farm show right to the farmer as if they were there, providing them with a new and immersive way to envision themselves using a certain product or working with that business.

"We're transforming the way businesses exhibiting at local farm shows reach their target audience," said Kevin Doyle, CEO of Machinery Pete. "With the Farm Show Spotlight video product, we offer exhibitors the opportunity to reach farmers on a national scale, rather than only those who attend the local show. In turn, it multiplies exhibitors' investment in that farm show as the brand and products are exposed to a new and wider audience that likely never would have been exposed to the brand otherwise. Additionally, the videos are a nice marketing piece the company can reuse as they see fit."

Machinery Pete launched the Farm Show Spotlight at the Oklahoma City Farm Show April 19 and plans to offer it to a limited number of exhibitors at future farm shows.

#### **About Machinery Pete LLC**

MachineryPete.com is the fastest growing marketplace for buyers and sellers of used farm equipment offering farmers a vast selection of equipment listings in one place with innovative search tools that make it easy and fast to find relevant equipment.

Founded in 1989 by Greg Peterson, Machinery Pete has come a long way since its beginnings in Peterson's home office in Rochester, Minn., where he passionately researched, tracked and reported on auction prices. In 2014, Farm Journal and Machinery Pete partnered to provide a more efficient marketplace for buying and selling used ag equipment.

In July of 2015, *MachineryPete.com* launched its marketplace with leading edge marketing solutions for dealers, informed and built with the online equipment shopper in mind to create meaningful connections between buyers and sellers. The company is headquartered in Chicago, Ill.