

For Immediate Release

My Farm Radio Surpasses 5,000 Downloads

South Bend, Ind. (May 28, 2015)—Farm Journal Broadcast reports downloads of *My Farm Radio*, agriculture’s first 24/7 digital radio app, have already topped 5,000. Early data shows listeners are using both on-demand podcasts and the live 24-hour channel to access an expanding mix of news, weather, markets and entertaining talk ... all focused entirely on agriculture.

“This quick uptake is actually not surprising,” says Mark DePrez, Vice President and General Manager of Farm Journal Radio. “With on-farm smart phone penetration quickly approaching 90%, the farmer’s information world is even more on-the-go... and *My Farm Radio* is filling a key need.”

My Farm Radio includes the full portfolio of programming from Farm Journal Broadcast, including “AgriTalk,” “Market Rally” and “American Countryside” plus audio simulcasts of “AgDay,” “U.S. Farm Report” and “Machinery Pete TV.” Nearly a dozen independent programmers such as “Top Third Ag Marketing” and “AgriPulse” are also making their reports available on the mobile app.

In addition, exclusive content is being developed to further drive traffic to the platform. “In the last month alone, we’ve launched a live 30-minute market wrap each Friday afternoon featuring analysts from ‘U.S. Farm Report,’ plus a ‘Tractor Sound of the Week’ from Machinery Pete is now up and running,” notes John Herath, Executive Producer of Farm Journal Radio. “And more is on the way as we work to make *My Farm Radio* ‘must-listen’ radio for farmers and ranchers making the move to mobile.”

A unique aspect of version 2.0 of the app, released just weeks ago, is the addition of custom client content channels that will give farmers and ranchers easy and instant access to company news and technology updates.

“In all our years bringing new things to the marketplace, no platform has generated such a quick and positive response,” states Brian Conrady, Senior Vice President and General Manager of Farm Journal Broadcast. “Our goal is to meet the listener where they are, and *My Farm Radio* makes it easier than ever for farmers and ranchers to hear what they want, when they want.”

My Farm Radio is being supported by extensive promotion across the company’s print, broadcast and digital platforms. The free app is available for download for both iOS and Android operating systems, or online at www.myfarmradio.com.

About Farm Journal Media

Farm Journal Media is the nation’s prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs “AgDay,” “U.S. Farm Report” and “Corn College TV” and daily radio programs “AgriTalk,” “American Countryside” and “Market Rally.” The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio

channel. The digital division includes web portal *AgWeb.com*, e-newsletters, online marketplace *Cattle-Exchange.com* and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014. Machinery Pete, LLC was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. In 2011, the company established The Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.