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For Immediate Release

Machinery Pete Joins Farm Journal Media As the Industry's Leading Used Equipment Expert

Philadelphia, Pa. (July 1, 2013) — Farm Journal Media today announces that Greg Peterson, known as Machinery Pete, has joined the company's content team. The agreement allows Machinery Pete to share his extensive used equipment knowledge with farmers, dealers and agribusinesses using Farm Journal's broad multimedia portfolio. The addition extends Farm Journal Media's authoritative machinery knowledge.

Based in Rochester, Minn., Machinery Pete has been compiling and analyzing machinery auction prices in the U.S. and Canada since 1989. He curates a network of more than 950 auction firms to supplement his firsthand data collection of machinery auction results. His database includes 500,000-plus auction sale prices on roughly 75 categories of equipment, making it the most comprehensive and complete of its kind.

"We're excited to welcome Machinery Pete to our team, as adding his expertise broadens Farm Journal Media's machinery coverage and widens our integrated approach to serving agriculture," said Charlene Finck, senior vice president of editorial and content development. "Greg has long been a used equipment expert for our *Implement & Tractor* magazine, but now he will have the ability to engage our entire Farm Journal Media audience, regardless of brand or platform."

In his new role, Machinery Pete will tap into Farm Journal Media's portfolio to provide his popular content on a daily basis, using online, mobile, social media, radio, television, print and events. "I'm looking forward to having so many ways to broaden my reach—and provide farmers, dealers and the industry with the information they want and need," said Greg Peterson. "It is exciting to have a media partner who is as motivated as I am to deliver information on every platform possible."

About Machinery Pete

Greg Peterson, widely known as Machinery Pete, started researching machinery auction prices in the U.S. and Canada in 1989 and has since built the largest database of its kind. Working with a curated network of more than 950 auction firms to supplement his first-hand data collection of machinery auctions results, his database totals close to 500,000-plus auction sale prices on roughly 75 categories of equipment. He joins Farm Journal Media after 13 years with *Successful Farming* and seven years with *Farm Progress*. Well known in the agricultural industry, he has a career of writing, blogging, speaking and television appearances. He is also active on social media, boasting more than 7,200 Facebook "likes," more than 2,000 Twitter followers and nearly 1.4 million YouTube video views. Peterson also is launching a new 30-minute television show called "Machinery Pete Auction of the Week" on RFD-TV this November. Peterson lives in Rochester, Minn.

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*, the syndicated radio show “AgriTalk” and recently launched a new division, Farm Journal Mobile. Farm Journal Media also 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.