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For Immediate Release

Machinery Pete Launches First Annual Black Friday Sale in August

Chicago (Aug. 22, 2017)—Ahead of the harvest season, Machinery Pete, the most trusted name in farm equipment, is hosting its first annual Black Friday sale Aug. 24-28. Unlike any other promotion of its kind, Machinery Pete is partnering with dealerships across the country to provide farmers irresistible offers on select equipment to help prepare for harvest.

Farm equipment shoppers will find special pricing on a wide range of equipment from dealerships across the nation exclusively on MachineryPete.com. Dealers are providing farmers with incredible prices on select pieces in their inventory.

“The goal of the sale is to create an opportunity for farmers to make any last-minute equipment purchases and receive great deals from our equipment dealer partners. For five days, equipment shoppers will enjoy Black Friday deals in August,” said Kevin Doyle, CEO of Machinery Pete.

To make the sale even more exciting, Machinery Pete will reward those who make a purchase during the Black Friday sale with a \$100 Visa gift card.

Take advantage of special equipment offers by visiting machinerypete.com/sale starting Aug. 24.

About Machinery Pete LLC

MachineryPete.com is the premier online destination for farmers and dealers, providing a comprehensive farm equipment search experience. 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. The site offers access to the industry’s leading auction database of more than 500,000 prices sourced through a curated network of more than 1,000 auction firms. The most trusted name in farm equipment, Machinery Pete regularly provides trend analysis and stories from across the industry on the Machinery Pete blog and across social media—now with more than 100,000 followers. 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

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 140 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.