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For Immediate Release

Farm Journal Expands Distribution of Machinery Pete TV

South Bend, Ind. (Aug. 31, 2016) – Launching this past weekend, the new season of “Machinery Pete TV” now enjoys expanded audience reach via the addition of a broadcast affiliate network. With affiliates being added each week, the network currently numbers 30 stations to go along with continued carriage on RFD-TV.

“Machinery Pete TV, the nation’s No. 1 farm equipment program, is already viewed by more than 100,000 people each week on RFD-TV,” said Brian Conrady, Senior Vice President and General Manager of Farm Journal Broadcast. “And this new affiliate network will significantly expand the base of loyal viewers.”

Hosted by Greg Peterson (aka “Machinery Pete”), the program brings to life the fascinating world of farm equipment. Along with up-to-the-minute industry headlines, “Machinery Pete TV” goes on the road to visit innovative dealerships, plus it gives viewers an inside look at some of the most talked-about auctions across farm country.

“Machinery powers every farm, but it also touches every family’s hearts and memories,” Peterson said. “I am really excited to reach even more of the farm machinery audience across rural America. We travel the country to shine a spotlight on the business side (what’s that piece of equipment worth?) as well as the stories, the tractors and the good folks who are so passionate about iron.”

In addition to this new network of affiliate stations, “Machinery Pete TV” will continue to air twice weekly on RFD-TV, Saturdays at 12:30 p.m. Central and again on Tuesdays at 4:00 p.m. Central. The program is also available on-demand at “Farm Journal TV,” the digital TV app for agriculture.

Machinery Pete’s vast online presence, www.machinerypete.com, is the go-to resource to help find and value farm equipment, with 105,000 machines listed for sale.

Considered “The Most Trusted Name in Farm Equipment,” Machinery Pete also provides premier editorial content to farmers across the entire Farm Journal Media portfolio including Farm Journal, Top Producer, AgDay Television, U.S. Farm Report and AgriTalk Radio, and as a featured speaker at many Farm Journal events, plus Greg Peterson is a widely sought-out national speaker.

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation’s leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent 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; six 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, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.

About Machinery Pete, LLC

MachineryPete.com is the premier online destination for farmers and dealers, providing a comprehensive used farm equipment search experience. The site offers access to Machinery Pete's trusted auction database of more than 500,000 prices sourced through firsthand data and a curated network of more than 1,000 auction firms, upcoming auction events and trend analysis. Farmers can also find Machinery Pete blog archives, videos and much more to help them make an informed decision when finding and valuing their next piece of used farm equipment. Plus, 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. 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.