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For Immediate Release

Farm Journal Broadcast To Launch New Platform

South Bend, IN (October 3, 2014) Farm Journal Broadcast announces the upcoming launch of “*My Farm Radio*,” a 24/7 digital mobile radio channel focused on providing a mix of best-in-class news, weather and markets along with entertaining and informative conversation for America’s farmers and ranchers. The “*My Farm Radio*” app officially launches November 3, 2014, and will allow listeners to pick and choose what they want to hear—and when they want to hear it. The app will feature both a “live stream” experience and programs “on-demand”.

“All the latest research indicates that for a growing number of farmers and ranchers, mobile devices are rapidly becoming the go-to choice for news and information,” says Brian Conrady, Senior Vice President and General Manager of Farm Journal Radio. “While this totally new offering will be a first for agriculture, we expect our audience – and clients – will quickly associate “*My Farm Radio*” as the Pandora – type app for agriculture.”

“*My Farm Radio*” will launch with the full portfolio of programs and reports from Farm Journal Media, including “AgriTalk,” “Market Rally” and “American Countryside. In addition, the company will be approaching potential programmers to make their shows or reports available on the app—or even own their own channel—on the “*My Farm Radio*” platform.

The new app will launch with heavy promotion across the company’s print, broadcast and digital platforms. Listeners will be able to download both iOS and Android operating system apps from their mobile devices, and by downloading the app at www.myfarmradio.com. “We have a really strong line-up of programs to kick things off, and we expect to add a long list of important and entertaining options in the months ahead,” notes Mark DePrez, General Manager of Farm Journal Radio.

About Farm Journal Media

Farm Journal Media is the nation’s leading agricultural media company. Its magazines are the 138-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*, syndicated radio shows, “AgriTalk,” “Market Rally” and “American Countryside,” and recently launched two new divisions, Farm Journal Mobile and Top Producer Executive Network™—a national peer-to-peer advisory program for executive farmers and ranchers. Farm Journal Media 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