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For Immediate Release

Farm Journal Media Names Industry Tech Veteran as Vice President, Digital Products and Strategy

Philadelphia, Penn. (Oct. 16, 2015) — Farm Journal Media announced today it has named industry-leading technology innovator Mark Green as Vice President, Digital Products and Strategy.

In this new role at Farm Journal, Green will drive the company's digital product development roadmap, serving as an entrepreneur who innovates, creates and disrupts. He will report to Mitch Rouda, President of Farm Journal's eMedia division.

"Farm Journal is experiencing rapid growth and quickly deepening its role in agriculture," said Rouda. "Many of the company's most important initiatives encompass new data-driven digital media products. Mark is the right talent to lead our mobile and online offerings to a new level."

Green's impressive 20-year career in agriculture has included working in several marketing agencies, leading their digital teams and efforts. Included in those are the Brighton Agency and Osborn Barr, where he served as Vice President of Innovation and Strategy. In that role, he oversaw all of the digital, creative and production teams and led the company's innovation process. Green worked directly with many leading agribusiness companies to help drive strategy and critical thinking around digital audience engagement. Green's track record also includes incubating and building three technology startups with Osborn Barr (Farmergy, TeraVista Systems and RevCo). In 2014, Green was part of the team that sold RevCo software to DTN/The Progressive Farmer. For the past year, Green has led business development and sales for DTN Connect (formerly RevCo).

"I'm honored to join a team that is all agriculture, all the time and a company that is investing in innovation," said Green. "I look forward to hitting the ground running and collaborating with both internal and external partners to create products and services that redefine success."

Farm Journal Media CEO Andy Weber stated: "Bringing Mark on board turbo-charges our already industry-leading digital businesses. It is one more sign of our significant investment strategy to grow our electronic platforms. We've known and admired Mark's work for a long time and are excited to have him come on board to drive the development of new phone, desktop and data-driven services."

About Farm Journal Media

Farm Journal Media is the nation's prominent agricultural media company. Its magazines include the 139-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," "Farm Journal College TV" and "Machinery Pete 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.