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For Immediate Release

Machinery Pete Premieres Second Television Season

Philadelphia, PA (November 4, 2014)—Machinery Pete, the most trusted name in farm equipment, premieres season two of “Machinery Pete TV” this week on RFD-TV. Produced by Farm Journal Broadcast, the program features the latest news from the machinery industry and takes viewers inside some of the biggest equipment auctions throughout farm country.

“We take our audience along for the ride as we watch machinery of all makes and models go on the auction block,” said Greg Peterson, Founder and Principal, Machinery Pete LLC. “And this season, we are excited to have a segment dedicated to user-submitted content called ‘Pete’s Posts’ that takes the best from our Facebook and YouTube social media platforms.”

Other segments include highlights from auctions, the latest trends and analysis from Machinery Pete, and news from Tyne Morgan, host of U.S. Farm Report.

“We know machinery is a serious investment for farmers, and it’s at the heart of their farm operation,” Peterson said. “And we know that farm machinery is a passion for others. This show is built for anyone who can’t get enough about iron, both new and old.”

Launched in November 2013, the first season of “Machinery Pete TV” averaged more than 100,000 viewers each week. A new show airs every Saturday at 12:30 p.m. CST and repeats each Tuesday at 4:00 p.m. CST on RFD-TV.

All shows are available on AgWeb: www.agweb.com/machinery/machinery-pete-tv/.

A DVD featuring the “best of” season one is now available at www.ShopFarmJournal.com.

About Machinery Pete

Machinery Pete, LLC is the nation’s leading resource for farm equipment values. Founder Greg Peterson (“Machinery Pete”) has researched and analyzed auction prices since 1989. The database includes over 500,000 transactions from more than 950 auction firms covering roughly 70 different categories of equipment, making it the most comprehensive and complete of its kind. In 2014, Farm Journal Media purchased a majority interest in the company, and Peterson now provides exclusive content across all Farm Journal multimedia platforms. In addition, Machinery Pete offers subscriptions to its auction data, plus publishes the annual “Classic Tractor” price guide and the “Quarterly Used Values Index” report for the financial community. Peterson hosts the “Machinery Pete TV” program and is a sought-after speaker and consultant, plus cultivates an enviable following on the major social media platforms.