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For Immediate Release

Machinery Pete Unveils Season 3 of Popular Machinery Pete TV

Philadelphia, Pa. (November 4, 2015) — Machinery Pete, the most trusted name in farm equipment, premieres season three of “Machinery Pete TV” this week on RFD-TV. Produced by Farm Journal Broadcast, the program features the latest news from the farm machinery industry and takes viewers across the country to farm equipment auctions and machinery dealerships.



“This summer, we started partnering with equipment dealers in a powerful way to launch the new *MachineryPete.com*,” said Greg Peterson, founder and principal, Machinery Pete LLC. “And with season 3 of Machinery Pete TV, we are excited to visit those dealers as we travel across the country to also highlight the best farm machinery auctions.”

Other segments include latest trends and analysis from Machinery Pete, news from Tyne Morgan, host of “U.S. Farm Report” and top searches from *MachineryPete.com*, the premier destination to find farm equipment online.

“There are so many stories surrounding farm machinery. This show is built for anyone who can’t get enough about iron, both new and old,” Peterson said.

Launched in November 2013, the show averages more than 125,000 viewers weekly. A new episode 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/ and the MyFarmRadio app.

A DVD featuring the “best of” season 2 in a two-disc set is available at www.ShopFarmJournal.com.

About Machinery Pete

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 are partnering to combine their experience and reputation to engage and provide measurable value to both farmers and dealers.