

## **For Immediate Release**

### ***Farm Journal Media Acquires the DairyLine Radio Network***

*Lenexa, Kan.* (Nov. 8, 2016)—Farm Journal Media announced today the acquisition of “DairyLine” from HFW Communications. On the air for over 20 years, the program is regarded as the dairy industry’s premiere radio voice. Airing nationally on nearly 60 stations, “DairyLine” has strong coverage across all dairy producing regions in the U.S., including Wisconsin, California and New York.

“DairyLine’s’ reach and reputation within the industry make it the perfect platform to expand our dairy news coverage into radio,” said Cliff Becker, Vice President and Publishing Director. “The radio show adds a megaphone for our respected team of dairy journalists led by Mike Oppermann, Editor of MILK, and Jim Dickrell, Editor of Dairy Herd Management, to tell the stories that have an impact on dairies across the country.” Veteran broadcaster Mike Adams, host of Farm Journal’s “AgriTalk,” will become the host of “DairyLine.”

“DairyLine” is the latest addition in a growing portfolio of Farm Journal national radio programs, including “AgriTalk” with Mike Adams, “Market Rally” with Chip Flory and “American Countryside” with Andrew McCrea. Along with robust affiliate networks, each program is available on-demand via the Farm Journal Radio digital app.

#### **About Farm Journal Media**

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; five 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 dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.