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For Immediate Release

Farm Journal Media Acquires AgriTalk Radio

Philadelphia, PA (December 6, 2012) Farm Journal Media today announced the acquisition of **AgriTalk** from Vance Publishing Corporation. **AgriTalk** is the only nationally syndicated long-format radio program fully dedicated to agriculture. The acquisition extends Farm Journal Media's portfolio into radio farm-broadcasting.

On the air since 1994, **AgriTalk** is a live, one-hour talk show that airs daily on 70 radio stations across the Midwest. Hosted by Mike Adams, the program gives voice to important current issues impacting agriculture and rural America.

Adams is a well-recognized and award-winning broadcaster. With the program since 2001, he is a past president of the National Association of Farm Broadcasting (NAFB) and was named Farm Broadcaster of the Year by the organization in 1995.

"We're excited to welcome Mike to the Farm Journal team," said Charlene Finck, Senior Vice President of Editorial and Content Development. "His growing up on an Illinois grain and livestock farm clearly fits our 'dirty boots' editorial tradition! And his dedication to the needs of his listening audience fits perfectly with our 'straight to the farm' editorial service."

The company will be integrating **AgriTalk** into its advertising sales efforts. Management of editorial, distribution and production will be under the company's broadcast division. **AgriTalk's** online presence will be on the company's AgWeb.com website.

"**AgriTalk** is a great strategic fit with our integrated approach to serving agriculture," said Jeff Pence, Division President for Farm Journal Media. "Farm radio has always been very important in this market. The addition of **AgriTalk** allows Farm Journal to enter this space in a meaningful way. Stay tuned."

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 135-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn College TV" and "Leave a Legacy TV" national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show "AgriTalk." Farm Journal Media also 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.