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## **For Immediate Release**

### ***Machinery Pete Acquires TractorSearch.com from USAgNet LLC***

Philadelphia, Pa. (December 15, 2015) — Machinery Pete, the premier online used farm equipment destination for farmers and dealers, announced today it has acquired Tractor Search ([www.tractorsearch.com](http://www.tractorsearch.com)), a used farm equipment classified website that has relationships with over 300 equipment dealerships representing 30,000 used equipment listings from the Upper Midwest.

Tractor Search was acquired from USAgNet, which will continue to publish its network of websites, including Wisconsin Ag Connection and 14 other ag news sites that generate more than 200,000 monthly visits. Machinery Pete also announces a unique alliance with USAgNet where Machinery Pete will be the exclusive equipment search partner, offering dealers additional audience reach, while also providing farmers greater access to Machinery Pete listings and content.

"This is an exciting time for Machinery Pete. We launched the new *MachineryPete.com* site in June as a way to provide dealers with an innovative marketing solution that puts their equipment listings and their brand in front of a growing farmer audience, while providing farmers with the information needed to make an informed decision about their next piece of equipment," says Kevin Doyle, CEO, Machinery Pete. "Adding Tractor Search to the Machinery Pete platform will advance our momentum to be the go-to resource for farmers and dealers."

"The number of farmers who rely on the Internet to help make their purchasing decisions is growing all the time," says Patrick Sternitzky, president of USAgNet LLC. "By combining listings into one website, these buyers will gain a wider selection of inventory choices, while providing dealers with even more exposure. This move will be a great fit for all parties involved."

#### **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 have partnered to combine their experience and reputation to engage and provide measurable value to both farmers and dealers.

#### **About USAgNet LLC**

USAgNet LLC is a leading network of daily agricultural news websites, consisting of *USAgNet.com* and 15 individual State Ag Connections. The company also specializes in website design, hosting and online marketing solutions for farm equipment dealers, manufacturers and other agricultural companies and organizations throughout North America. Founded in 1999 by Pat & Lisa Sternitzky, USAgNet is headquartered in Marshfield, Wis.