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For Immediate Release

Market Rally Radio Announces Major Affiliate Additions

South Bend, IN (December 23, 2014)—Farm Journal Broadcast announces KFEQ-AM in St. Joseph, Mo. will join the affiliate network for *Market Rally* beginning Jan. 5, 2015. Airing each weekday afternoon from 2:00-3:00 p.m. central, *Market Rally* is hosted by Pro Farmer's Chip Flory and is the only nationally syndicated radio program focused entirely on agriculture's commodity markets.

KFEQ is one of agriculture's top farm radio stations with a rich farm broadcasting heritage. The station has broad coverage and reaches farmers in parts of four states—Missouri, Kansas, Nebraska and Iowa. "Since Farm Journal Media launched *Market Rally* back in March, we have taken a wait-and-see attitude," says Gary Exline, General Manager of KFEQ. "When farmers in our region started asking for it, we knew we couldn't wait any longer. *Market Rally* is the perfect programming solution as we set out to reboot our afternoon drive line-up."

In addition to KFEQ, the company also announces the addition of WRHL-AM in Rochelle, Ill., and WAIK-AM in Galesburg, Ill. Both Illinois stations will begin airing the program early next year. With these new affiliate partners, *Market Rally* will be heard on 42 affiliates in nine states. The program is also available 24/7 on www.AgWeb.com and the new *My Farm Radio* mobile app from Farm Journal. *Market Rally* enjoys the longest "time listened to" on AgWeb.com.

"*Market Rally* is generating all kinds of buzz in farm country," notes Mark DePrez, Vice President & General Manager of Farm Journal Radio. "Chip already has more than 6,500 Twitter followers, a clear signal that farmers and ranchers are highly engaged in his entertaining and educational approach to the markets." DePrez also notes the 2014 Ag Media Research report shows *Market Rally* has a 15.2% share of Class 1A farmers, making it second only to Farm Journal's *AgriTalk* in farmer listeners within its primary market area.

About Market Rally

Market Rally with Chip Flory is the only national radio talk show devoted to the daily analysis of the farm commodity markets. Host Chip Flory is also Editorial Director for Professional Farmers of America. *Market Rally* airs live just after the markets close and is the go-to radio program for farmers and ranchers looking to hear what is driving the markets. *Market Rally* airs Monday through Friday at 2:00–3:00 p.m. central and is heard on over 40 terrestrial radio affiliates, plus AgWeb.com, MyFarmRadio.com, the *My Farm Radio App* (iOS & Android) and as an iTunes download program.

About Farm Journal Media

Farm Journal Media is the nation's prominent agricultural media company. Its magazines include the 138-year-old flagship *Farm Journal*, as well as *Top Producer*, *Beef Today* and *Dairy Today*. The broadcast division produces and distributes national television programs *AgDay*, *U.S. Farm Report* and *Corn College TV* and daily radio programs *AgriTalk*, *American Countryside* and *Market Rally*. The company recently introduced *My Farm Radio*, a 24/7 digital mobile radio channel. The digital division includes web portal AgWeb.com, e-newsletters, online marketplace Cattle-Exchange.com and Farm Journal Mobile, which includes the *Commodity Update* markets service. Farm Journal hosts a national peer-to-peer advisory program, the *Top Producer Executive Network*. Insider news, policy and market advisory content are offered through the Professional Farmers of America subscription portfolio, which acquired *The Kiplinger Agriculture Letter* in 2014.

Machinery Pete, LLC, was launched in 2014 to provide industry analysis and price data for the used farm equipment sector. Farm Journal Media also compiles and licenses detailed producer and industry data through its FarmReach database, hosts more than 70 live events each year and offers custom multimedia integrated marketing services for its clients. In 2011, the company established The Farm Journal Foundation along with its Farmers Feeding the World initiative dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.