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## **For Immediate Release**

### ***Cattle-Exchange.com Leads in Online Listings***

Kansas City, MO (May 7, 2012) – Within less than four months of the launch of [Cattle-Exchange.com](http://Cattle-Exchange.com), the website has become No. 1 for online cattle listings, boasting more than 32,500 head currently for sale across 31 states. Traffic has also been growing exponentially. The site is now averaging 2,000 visits and 20,000 page views per week and continues to gain in popularity among online users.

“Our goal with Cattle-Exchange.com was to have cattle buyers and sellers come together easier than ever before, and we’re excited that our efforts are paying off,” said Bill Newham, Vice President/Livestock Group Publisher for Farm Journal Media. “There’s nothing like this on the Internet that combines this number of listings with this ease of use.”

According to Phillip Wilson of WL Ranch in Georgia, “It’s unbelievable—nothing else out there is working for the cowman like this.”

Released by Farm Journal Media’s Beef Today magazine, Cattle-Exchange.com allows cattle buyers and sellers to connect through an easy-to-navigate site that includes custom search options like breed choice and precise geography. Sellers can also input free listings, or pay and post enhanced listings.

As a result of the website’s success, Beef Today will be launching a biweekly email report, delivered electronically to more than 75,000 beef producers. The report will feature recent listings—with summary details and photos—and include market observations from conversations with cattlemen and listing trends on Cattle-Exchange.com.

#### **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 “Consumer Ag Connection.” 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.