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For Immediate Release

Corn Brand and Seed Dealers Linked on FarmReach Database

Philadelphia, PA (May 2, 2011) Farm Journal Media today announces updates on the capture of its seed-brand, seed-treatment and fungicide-use data, plus the introduction of a new “farmer-dealer” data point on its FarmReach database.

“In late 2009, we started gathering data on major seed brands planted through Farm Journal’s proprietary data capture. We now have just over 91,000 growers who have told us [for corn] how many acres of which brands they plant. This data has already proved to be very valuable for highly targeted competitive selling, as well as market-share analysis,” says Jeff Pence, President of Database Strategies at Farm Journal Media.

The company reports the following data details:

Brand	Names¹	Total Acres Planted²
DeKalb	35,276	12,024,601
Garst	4,798	1,108,724
Golden Harvest	5,029	1,284,930
Mycogen	6,596	1,460,152
NK Seed	6,269	1,142,235
Pioneer	45,606	18,330,501
Other	39,506	11,566,360

¹ Includes duplication where more than one brand is reported.

² Reported total acres planted for that brand.

The company also reports that it has begun capturing the names of growers who claim they “sell seed.” By linking those names to the brand(s) of corn seed planted, FarmReach can now link approximately 90 percent of these growers to a specific brand they represent or sell. The total number of farmer-dealers identified has reached 2,910 and is projected to reach more than 6,000 by year-end.

FarmReach is the most comprehensive agricultural industry database, with highly detailed demographic and geographic information, plus “entity data” that identifies the business and land-based relationships on over 19 million farm fields. This multisourced database combines government compliance data with Farm Journal Media’s proprietary data captured through the

company's multimedia access points, which includes print, phone and online. The database details over 900,000 farm or ranch owner-operators and operators across more than 200 crops produced on the nation's 2 million-plus farms.

This data is available for license, list rental or to be appended to client-supplied names.

About Farm Journal Media

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 134-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 "Outdoors on the Farm" national TV programs. Its websites include the industry leader, *AgWeb.com*, and *MyMachinery.com*. 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.