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For Immediate Release

Equipment Brands Appended to FarmReach Retailer Database

Philadelphia, PA (June 27, 2011) Farm Journal today announces additional details on the equipment stores records in its recently announced FarmReach retailer database, including equipment brands and counts.

The company reports the following data details on dealerships or stores, by brand:

Brand	Stores
AGCO	1,033
BOBCAT	183
CASE	915
CATERPILLAR	94
FORD	57
JOHN DEERE	1,565
KAWASAKI	19
KOMATSU	2
KUBOTA	1,143
MAHINDRA	129
NEW HOLLAND	1,420
VERMEER	19

Through its proprietary data acquisition, the company also reports that it has identified 166,246 growers who have specified their "Primary Equipment Brand" among the largest brands: John Deere, Challenger, Case IH, Massey, New Holland, and AGCO. This data allows clients to profile their own customer data against these brands, or purchase select lists against a specific data point.

FarmReach is the most comprehensive agricultural industry database, with highly detailed demo/geo information, plus "entity-data" which identifies the business and land-based relationships on more than 19 million farm fields. This multisourced database combines government compliance data with Farm Journal's proprietary data captured through the company's multimedia access points (print, phone and online). The database details 900,000 farm/ranch owner-operators and operators across more than 200 crops produced on the nation's 2 million farms.

This data is available for license or list rental or can 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," "Leave a Legacy TV" and "Outdoors on the Farm" 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.