

For more information contact:

Charlene Finck

Phone: 573.581.9642

Email: cfinck@farmjournal.com

For Immediate Release

Farm Journal Legacy Project Wins Coveted Grand Neal Award

Philadelphia, PA (March 11, 2011) -- Farm Journal Media received the Grand Neal Award during American Business Media's 57th Annual Jesse H. Neal National Business Journalism Awards ceremony, held yesterday at the Mandarin Oriental Hotel in New York City.

Chosen from 660 entries, the win recognizes the service and multi-media strength of The Farm Journal Legacy Project, a succession planning program devoted to helping families transition their farm to the next generation. The project uses the company's brands, *Farm Journal*, *Top Producer*, *Dairy Today*, *AgWeb*, *AgDay*, and *U.S. Farm Report*, to surround producers with the comprehensive tools and information needed to begin and execute the daunting process of succession planning. The effort also took home the Neal Award for "Best Integrated Package."

"Our editorial team is incredibly honored to win this prestigious award for an effort we feel strongly about," says Charlene Finck, Senior Vice President, Editorial and Content Development. "The Legacy Project literally uses every editorial platform we have as we strive to surround farmers with tools and techniques to help them cultivate multigenerational success – and leave a legacy."

The ambitious project began in 2008, but the generous support of Pioneer Hi-Bred, a DuPont Business, made it possible for Farm Journal Media to expand the effort dramatically to include a monthly television show, a weekly eNewsletter and a hands-on workshop series.

"We're delighted the Legacy Project is being recognized for putting farmers first and helping farm families leave a legacy for future generations," says Lou Ireland, senior marketing communications manager at Pioneer. "The family farm is important and we're pleased to help protect the prosperity for many years to come."

The Jesse H. Neal Awards, which have been called "the Pulitzer Prize of the business media," are the industry's most prestigious and sought-after editorial honors. Named after American Business Media's first managing director, who remained active in promoting the business media throughout his life, the Neal Awards were established in 1955 to recognize and reward editorial excellence in business media publications. Past Neal winners and finalists have tackled controversial topics including corruption, kickbacks and political conflicts of interest.

This is the second Grand Neal Award Farm Journal Media has won, joining a short list of only three other companies in B2B media to have won more than one Grand Neal.

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.