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For Immediate Release

First Farm Journal Top Producer Executive Network™ Groups Meet

Philadelphia, PA (Aug. 3, 2012) — In the next month, nearly 30 farming operations and 45 top producers from 13 states will begin their experience in Farm Journal Media's Top Producer Executive Network™ (TPEN), the nation's first peer-to-peer network for top agricultural producers. Since the new program was announced in early 2012, four groups have been formed representing more than 200,000 acres of row crops, along with significant livestock operations and numerous other business interests.

Incorporating best practices from peer-to-peer networks in several other industries, Farm Journal's TPEN will organize and facilitate on-farm meetings for these groups, providing members with valuable, strategic advice from like-minded, non-competitive peers—in essence, a reciprocal advisory board. Definitive benchmarking and analytics will be hallmarks of TPEN.

Farm Journal will also annually convene a world-class Signature Event, where all TPEN groups will come together to accelerate individual learning, reinforce peer group dynamics and intimately learn from top experts from both inside and outside of agriculture. The first TPEN Signature Event will be held Feb. 13-15, 2013, in Scottsdale, Ariz. In addition, a private website has been developed that will serve as a powerful resource for TPEN members.

"We are extremely pleased with the positive response to our Top Producer Executive Network™," said Andy Weber, president and CEO of Farm Journal Media. "Producers have been asking us to organize a program like this to help them reach the next level of personal fulfillment and business success. We couldn't be more pleased with the roster of our inaugural TPEN groups launching this summer and expect to have several more groups formed by the end of the year."

Farm Journal will be expanding the number of TPEN groups that will be operational right after harvest this fall. If you are interested in becoming a member of Farm Journal's TPEN, please call 1-855-827-4953 or send an e-mail to TPEN@farmjournal.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.