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For Immediate Release

Machinery Pete Unveils New Auction Price Database

Chicago, Ill. (Jan. 20, 2017)—Machinery Pete announced today the industry’s go-to resource for auction price data has been upgraded to be even more dynamic. For nearly three decades, equipment dealers, auctioneers, farmers and ag lenders have made Machinery Pete the most trusted name in farm equipment by referencing this database as the best in class. Now with improvements for speed, display and tools, the industry’s No. 1 source for hard cash values of farm machinery across the U.S. and Canada is even better.

“Hard cash auction sale prices are a critical barometer on current value. Put a piece of equipment up for sale, in each condition, on a given day, in each area and what it sells for is what it’s worth,” said Greg Peterson, founder of Machinery Pete. “Knowing these true facts on current and historical value is so important, whether you are looking to buy, sell, trade, appraise or when you just want to know what your farm equipment out in the shed is worth today.”

All New Features

Updated daily, the database tracks actual auction prices for more than 70 categories. The new search filters allow users to dive deeper into auction price data to find the value of any used farm equipment piece. Search by geography, sale date range and model year. The condition of equipment is highlighted through a grading system from ‘fair’ to ‘excellent.’ Key information on the type of auction each equipment was sold on is also shown—farm, consignment, dealer or online. The new auction calendar has all the upcoming auctions in the U.S. and Canada in one place.

The database provides key business intelligence for buyers and sellers of machinery. This is in addition to the industry-leading marketing resources provided to dealers across the U.S., connecting them more efficiently in marketing to farmers. Dealer subscribers have access to the auction price data in their “dealer center,” which also includes search statistics and trends from *MachineryPete.com* listings. For individuals, the all new auction price data is available now at www.machinerypete.com/auction_results. Yearly subscriptions start at \$99.95 with two and three year subscriptions available.

About Machinery Pete LLC

MachineryPete.com is the premier online destination for farmers and dealers, providing a comprehensive used farm equipment search experience. The site offers access to Machinery Pete’s trusted auction database of more than 500,000 prices sourced through firsthand data and a curated network of more than 1,000 auction firms, upcoming auction events and trend analysis. Farmers can also find Machinery Pete blog archives, videos and much more to help them make an informed decision when finding and valuing their next piece of used farm equipment. Plus, MachineryPete.com offers farm equipment dealers innovative marketing solutions to get their listings front and center to a growing, targeted farm audience, including online advertising, market

intelligence and analytics. In 2014, Farm Journal Media bought a majority interest in Machinery Pete, and the two companies have partnered to combine their experience and reputation to engage and provide measurable value to both farmers and dealers.

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 139 years ago with the pre-eminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; five nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.