



FOR IMMEDIATE RELEASE
June 7, 2010

Media Contact:
Chet Dalzell
(917) 608-2251
pr@telematch.com

Company Contact:
John Montandon
Farm Market iD, a Telematch, Inc. Company
(800) 313-4778, www.farmmarketid.com

Newest Farm Market iD Database Reaches Beyond Government Data To Give Deeper Crop & Acreage Detail

-FMID improves data accuracy and completeness on millions of U.S. farm-site locations by utilizing satellite imagery combined with the Common Land Unit (CLU) metric-

WESTMONT, IL -- Farm Market iD (FMID), a Telematch, Inc. company, announced it has significantly improved its data sourcing, resulting in greater accuracy and timeliness for commercial agricultural marketers. According to FMID, these improvements to the 2009 crop year file resulted from the company's development of new data compilation methods combined with addition of new data assets, all of which make it easier to accurately target the precise farm operations that will use a particular agricultural product and/or service.

"The data needed by today's agricultural marketers requires three attributes: completeness, accuracy and timeliness." said Peg Kuman, chief executive officer of Telematch, the parent company of FMID. "At Farm Market iD, our new update delivers all three of these hallmarks and does so using new methodology that combines traditional government-sourced information, with data from satellite technology and other proprietary sources. FMID is no longer dependent on restricted government data to build robust and current marketing databases, and the relationship we've developed with Agri ImaGIS over the past year enables us to use GIS technology to deliver pertinent data sets to the FMID file faster than ever before. As a result, we have superior data intelligence and we have it earlier."

Additionally, Kuman said, FMID has many years of grower history which allows marketers to go back to previous years to see what was grown on any particular CLU. "Further, we have transitioned from farm field data to the more accurate Common Land Unit," Kuman said. "The advantages are numerous and wide ranging."

-more-

FARM MARKET iD DATABASE 2010 – 2/

The Common Land Unit (CLU) is a nationwide data set of farm field boundaries developed by the U.S. Department of Agriculture. Because CLU boundaries use permanent markers, such as roadways, waterway or fence lines, they are the most accurate record of land ownership available.

“Having geo-spatial data at the farm field level brings incredible depth and breadth to the data set, including satellite imagery, soil type, elevations, growing degree-days, precipitation, and planted crop health,” said John Montandon, FMID’s president. “No other data source can accurately provide this information.”

Among additional data sets in FMID are:

- Email Addresses – available for append to customer files or for list rental;
- Telephone Data;
- Truck/Automotive Data;
- Consumer Demographics for Farm-Site Owners, Owner/Operators and Operators;
- AgGateway GLN; and,
- Agricultural Business Data (grain elevators, veterinary services, farm mortgage companies, etc.).

The 2009 crop-year release of Farm Market iD database includes:

- More than 3.7 million Owner/Operators, Operators, and Owners
- More than 2.1 million records with phone numbers
- More than 680,000 e-mail addresses

About Farm Market iD, a Telematch, Inc. Company

Since 1973 Farm Market iD, located in Westmont, Illinois, has provided comprehensive production data to the agricultural industry. Unparalleled in its depth and robustness, the Farm Market iD database is used by agriculture companies who are serious about marketing, information management, research and accuracy. In addition to its content accuracy and depth, Farm Market iD maintains its market-leading position through development of innovative and custom user applications. Farm Market iD is a Telematch, Inc. company. For more information, call (800) 313-4778.