



SUCCESSFUL FARMING® AND FARM MARKET ID

PARTNER TO OFFER BEST-IN-CLASS DATA SOLUTION

DES MOINES, IA/WESTMONT, IL (September 13, 2010) -- *Successful Farming*® and Farm Market iD™ have joined forces to create “SFMiD,” the most comprehensive agricultural and rural lifestyle database in the industry.

The combined data solution will offer unsurpassed options for multi-sourced farm and rural lifestyle data. In addition, SFMiD™ will offer customized solutions to help agrimarketers better understand owner/operator relationships, establish electronic communication data points, and know the farmer as an individual person.

“Farm Market iD has the most current data available – built from multiple federal, state, county and proprietary sources – combined with satellite imagery and common land unit data,” says John Montandon, President of Farm Market iD. “We are thrilled to expand on this offering to generate new data and insights for marketers through the trusted relationship *Successful Farming* has with farmers.”

For more than 108 years, *Successful Farming* has worked to forge a strong relationship with farmers and farm families. This relationship allows *Successful Farming* to collect exclusive data on brand and product use.

“The combined efforts of Farm Market iD and *Successful Farming* will offer a unique compilation of farm, farmer, and consumer data, enabling agrimarketers the opportunity to learn even more about their customers,” says Scott Mortimer, Publisher of *Successful Farming*. “This will add value to any marketing campaign.”

Peg Kuman, CEO of Telematch, Inc., parent company of Farm Market iD says, “Together, Farm Market iD and *Successful Farming* will have the most accurate and comprehensive farm and rural lifestyle database available. With SFMiD, we are joining together to deliver unparalleled data solutions to agrimarketers.”

“We are excited to bring together the best-in-class data with best-in-class content,” says Tom Davis, Vice President/Group Publisher, Meredith Corporation (**NYSE:MDP**), parent company of *Successful Farming*. “This new partnership will be able to enhance the marketing campaigns of existing and potential customers in unique and exciting ways.”

To find out more about the *Successful Farming* and Farm Market iD partnership, visit <http://www.sfmid.com/>.

About Farm Market iD

Since 1973 Farm Market iD, located in Westmont, Illinois, has provided comprehensive farm production data to the agricultural industry. Unparalleled in its depth and robustness, the Farm Market iD database has been used by agri-business for marketing, information management, research and serves as the backbone for countless agri-databases. 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.

About *Successful Farming*

Successful Farming is the most respected brand in ag media. From the flagship magazine to the popular Machinery Show to the industry's leading Web community, Agriculture.com, *Successful Farming* has cultivated a trusted relationship with farmers and rural America. *Successful Farming's* parent company, Meredith Corporation, owns media's largest consumer database containing over 85 million records. Reaching 8 in 10 households, Meredith averages over 700 data points per record – ranging from lifestyle choices to brand preference.

