

## **Declare Your Independence Go Wireless**

### ***Hoosier Ag Today Offer Wireless Service For Indiana Agriculture***

(Clermont, IN-July 4, 2009) Hoosier Ag Today, the premier agricultural communications company in Indiana, has announced a new service to deliver time sensitive information wirelessly. Hoosier Ag Today Mobile provides current weather, market, and farm news to any web-enabled wireless device. "You can now have the world of agriculture in the palm of your hand, no matter if you are in the tractor, the truck, or the barn," said Gary Truitt, President of Hoosier Ag Today. The service is free and can be obtained by entering [www.hoosieragtodaymobile.com](http://www.hoosieragtodaymobile.com) into the web browser of a flip phone, Blackberry, PDA, Smart phone, or netbook. Hoosier Ag Today Mobile is being sponsored by Indiana Farm Bureau.

As cell phone coverage becomes more reliable and more pervasive in rural areas, rural customers are going wireless. Today's farmer is a sophisticated businessperson who needs to stay in touch with time critical information such as markets, news, and weather while on the go. Wireless devices offer today's farmer a way to stay in touch with family, employees, and the world of agriculture.

Hoosier Ag Today Mobile is powered by FarmCentric, a product of iNet Solutions Group of Omaha, NE. In addition to text the service provides animated weather radar images to allow farmers to track the path of incoming rain. A 5-day weather forecast is also available and can be localized to a specific zip code.

Hoosier Ag Today was founded in 2006 for the specific purpose of serving the informational needs of the Hoosier agricultural community. HAT currently has 40 radio stations broadcasting its programs. In addition, HAT operates a multi-media web site, multi-media blog, and publishes a daily e-mail newsletter. In 2008, Hoosier Ag Today was rated the most listened to farm radio network in Indiana by Ag Media Research.

#### For additional information

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