

Hoosier Ag Today Continues Growth, Adds New stations

(Clermont, IN, March 31, 2009) Hoosier Ag Today has announced continued growth in its radio broadcast division. Four new Indiana stations have joined Indiana's #1 agricultural broadcast source. WAWC-FM in Warsaw, WFGA-FM in Auburn, WMDH-AM in New Castle, and WLPR in Lowell have now joined 35 other stations in airing the Hoosier Ag Today radio programs. "This will not only expand our coverage area but deepen our reach in the key agricultural counties of Indiana," said Gary Truitt, President of Hoosier Ag Today.

WAWC-FM, already the second most listened to station by farmers in Kosciusko County, will add three HAT programs daily to their country music format. WFGA has a strong commitment to local programming and is adding HAT programs to serve the large agricultural community in DeKalb County. WMDH-AM has recently changed formats to classic country and has made HAT programs part of their new sound. WLPR is a new voice in Northwest Indiana and is the first non-commercial station to join the HAT family. In addition to broadcast programs, HAT will provide these stations with dynamic web content for their web sites.

Founded in 2006, Hoosier Ag Today is focused on serving the informational needs of the Indiana agricultural sector by providing coverage specific to Indiana agriculture as well as global events that impact the Hoosier farm economy. This local focus and relevant content has accounted for HAT's rapid and continued growth. The 2008 AMR audience study indicated that Hoosier Ag Today was the most listened to source of broadcast agricultural information. In addition, Hoosier Ag Today operates a multi-media web site, www.hoosieragtoday.com; an interactive blog, www.hatchat.net; and produces a daily e-newsletter. Hoosier Ag Today is proud to have J.L. Farmakis as its exclusive national sales representative.