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Farm Chemicals International Announces Launch of New and Improved Website

Enhanced Search, Focused Navigation and Deeper Content are Hallmarks of New Site

WILLOUGHBY, OHIO (July 26, 2012) –The global agrochemicals market is now at your fingertips with the launch of FarmChemicalsInternational.com. This new, completely redesigned site is created with the user in mind, making it easier than ever for manufacturers, formulators and distributors to stay ahead of the competition. Focused navigation is the gateway to the most searched topics in the industry—crop inputs, world markets and FCI Trade Summits. Also available is the searchable Crop Protection Database, which covers over 2,000 active ingredients, 12,000 trade names and 400 suppliers.

In the future, the website will be the new home for information on FCI Trade Summits. News coverage will include past and upcoming events for localities such as Africa, America and Asia. Users will be able to register, book accommodations, and peruse participant profiles in this section.

Visitors can focus in on areas of primary importance to them by drilling down to hub sections packed with related content. Hubs span the gamut of crop protection products from fertilizers to biologicals and beyond. World markets are broken down into important global regions such as America, China and Europe, to name a few. Throughout the site, users can catch up on key events, news and latest developments from the world's leading trade associations.

An innovative search engine brings back results organized by relevance, date and video. Categories such as Latest News, Most Viewed and Most Commented quickly allow visitors to see the most current and talked-about topics. Plenty of opportunities are available for interaction with peers through email, print, polls and social media.

The new site draws content from integrated, cross-market resources, as well as *Farm Chemicals International* magazine. Audiences that tested the beta version of the website applauded the new interface. "The site is very informative. The articles are well categorized," one user said. Another tester stated, "I love the video feature. The social media section is awesome."

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About Farm Chemicals International:

Farm Chemicals International creates real and virtual communities around crop input manufacturers, distributors, trading companies and registration consultants through its coverage and analysis of crop production news and trends, as well as coverage of trade policies, agronomic practices, crop reports, regulatory issues, company profiles and personality profiles of the world's most influential agriculture entrepreneurs and advocates for modern agriculture.

About Meister Media Worldwide: Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 regular magazines, along with eNewsletters and more than 20 websites, as well as trade shows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.meistermedia.com.