



Contact: Jim Sulecki (440)602-9117
E-mail: JCSulecki@meistermedia.com

FOR IMMEDIATE RELEASE

CropLife Media Group Announces Launch of the All-New PrecisionAg.com

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

WILLOUGHBY, OHIO (August 31, 2012) – The all-new, completely redesigned PrecisionAg.com is the global gateway to all the latest information on precision agriculture. Growers, retailers, and suppliers can rapidly access everything they need to use precision ag technology in their businesses. The new site includes content from the *PrecisionAg Buyer's Guide*, *PrecisionAg Special Reports* and *PrecisionAg eNews*, along with unique online offerings including blogs and tools such as a grower profit calculator.

Topic-focused navigation allows users to quickly drill down to areas that are of most importance to them – Guidance, Data, Equipment, and Computing. From there users can drill down to content on steering, GPS, variable-rate application, imagery, mapping, sensors and hardware/software. Special sections also are devoted to Video, the PrecisionAg Institute and its research, education and advocacy mission; and PrecisionAg Works, a sub-site where growers and ag retailers can learn more about the tools and benefits of precision agriculture.

As with all other newly launched Meister Media Worldwide sites, categories such as Latest News, Most Viewed and Most Commented quickly allow users to see the most current and talked-about topics. They can view the most popular headlines or discover which articles and videos other users found most interesting, with plenty of opportunities to interact with peers and voice opinions through email, print, polls and social media. And a powerful new search engine brings back results organized by date, relevance, and video.

Audiences that tested the beta version of the website applauded the new interface. Said one user: "The site is very easy to navigate and the dropdown navigations topics capture the major [areas of] interest." Said another: "The pages are very visually appealing yet simple [and] easy to navigate. I think the site looks fantastic and will be great to use in the future."

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About PrecisionAg: *PrecisionAg* is the leading U.S. and global brand encompassing an array of products and services. Reaching nearly 50,000 progressive growers, agricultural retailers and suppliers are the *PrecisionAg Buyer's Guide* annual reference guide of products and services, and *PrecisionAg Special Reports* featuring in-depth coverage of major industry technologies and

trends. Also in the Precision Ag stable are leading events, award programs, emedia products and the Precision Ag Institute, the information center for global precision 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.