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Farm Market iD Taps Bock & Associates To Extend FMiD's Sales Reach

WESTMONT, IL and EDEN PRAIRIE, MN -- Farm Market iD, a leading provider of farm-level U.S. agricultural data, announced today it has entered into a sales agreement with Bock & Associates, a trusted and effective sales representation firm. Bock & Associates will join the Farm Market iD (FMiD) sales team in making FMiD's data and information intelligence available to agribusinesses, effectively extending the sales reach of the company. The agreement is effective immediately.

"Bock & Associates has decades of experience in agriculture business and is expert at using information as an intelligent solution to help agribusinesses grow and expand their reach, while Farm Market iD represents the best marketing intelligence available in agricultural data," said Peg Kuman, chief executive officer of Telematch, the parent company of Farm Market iD. "With Bock & Associates' innovative sales executives joining our own, and FMiD's rich intelligence, we can deliver marketing expertise and solutions to agricultural and related businesses. It's a great match."

"We have been highly impressed with the quality and usability of the FMiD data. Recently, FMiD added geospatial imagery to its farm site data, enhancing accuracy and currency in ways that were nearly impossible a few short years ago," said Tom Bock, president, Bock & Associates."

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FMiD, BOCK & ASSOCIATES ANNOUNCE SALES AGREEMENT – 2/

“We are excited to offer our clients this rich array of communications and engagement opportunities through FMiD intelligence,” he continues. “This alliance benefits those agricultural marketers who are looking for smarter ways to grow and expand their businesses.”

About Bock & Associates, Inc.

Bock & Associates of Eden Prairie, Minnesota, is a rep firm that has been helping consumer, business-to-business and agricultural companies generate revenue since 1957. Company sales representatives leverage real-world agricultural experience and the assets of our top-tier clients to create solutions that meet the marketing and communication challenges of our customers. For more information, please call (800) 284-6020.

About Telematch and Farm Market iD

Telematch, Inc. (www.telematch.com), headquartered in Springfield, Virginia, is a leading information services provider offering a comprehensive range of marketing intelligence and digitally driven marketing solutions, utilizing high-quality data sources. The Telematch family of companies includes Phoenix Data Processing (www.phoenixdataprocessing.com) and Farm Market ID (www.farmmarketid.com), a leading provider of farm-level U.S. agricultural data. For more information, call (800) 523-7346 or visit www.telematch.com.

Since 1973 Farm Market iD, located in Westmont, Illinois, has provided comprehensive production data to the agricultural industry. Unparalleled in its depth and robustness, the Farm Market iD database is used by virtually every major company in agriculture. In addition to its content accuracy and depth, Farm Market iD maintains its market-leading position through development of innovative and custom user applications. For more information, call (800) 313-4778.