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MOBILE APP NOW AVAILABLE FOR THE NATIONAL FARM MACHINERY SHOW

Louisville, Ky. (Jan. 12, 2012) - The National Farm Machinery Show continues its tradition of meeting demands of its attendees by offering a mobile app for the February 15-18 show.

The first-ever mobile app, called "NFMS '12," for the National Farm Machinery Show is now available for free on smartphones (iPhone, Android and Blackberry) and features an interactive exhibitor map and listings, seminars and speakers, Championship Tractor Pull schedules, and Louisville area information to plan your trip to the largest indoor farm show in America.

The mobile app will include frequent updates right up to the opening day of the show. "NFMS '12" also will provide digital information from exhibitors, text alerts, product updates and instant connectivity, all in the palm of your hand. Text alerts and mobile updates on what's happening during the show are also features.

"In addition to the product-packed NFMS Show Guide, the mobile app will contain all the information needed to plan your visit and also help make your days at the National Farm Machinery Show very full and productive," says Allen Barkve, general manager of Farm Industry News.

Social media will also be incorporated into the app to connect attendees (hashtag: #nfms12). To find additional information about the show, connect with National Farm Machinery Show by following it on Facebook and on Twitter @nfmslouisville.

The free application can be downloaded by searching "NFMS '12" in the Apple Store, Android Market and BlackBerry's App World or by clicking here.

The National Farm Machinery Show is the largest indoor farm show in the United States and has provided agricultural resources for the past 47 years, helping farmers to make their operations more productive and profitable. The National Farm Machinery Show is held at the Kentucky Exposition Center in Louisville, located at the junction of I-65 and I-264, less than five

minutes from the Louisville International Airport. The show is open daily from 9 a.m. to 6 p.m. Admission to the show is free, and parking is just \$8 per vehicle.

For more information, visit www.farmmachineryshow.org.

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The National Farm Machinery Show, the nation's largest indoor farm show, features the agricultural industry's most comprehensive display of equipment, services and technology. Held annually at the Kentucky Exposition Center in Louisville, Kentucky, the show attracts 300,000 attendees from the United States and around the world. The Championship Tractor Pull, the country's oldest indoor tractor pull, accompanies the show to provide an added element of entertainment and competition. The National Farm Machinery Show occupies over one million square feet of contiguous exhibit space, contributes \$19 million in economic impact to the Commonwealth each year, and is owned and produced by the Kentucky State Fair Board.

