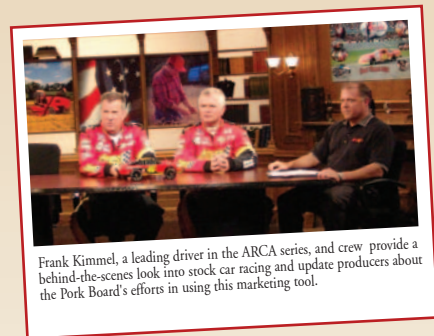


John Deere's Sabrina Ball, Frontier Product Specialist, Sean Sundberg-Brand Manager/Compact Utility Tractors, and Mike Alvin, Division Manager/Augusta Tractor Works answer viewer questions about small tractors with host Max Armstrong.



Emily Horton, 2005 National FFA Secretary and Jackie Mundt, 2005 National FFA President provide a nationwide update to FFA members & alumni on the summer convention schedule with host Orion Samuelson.



Frank Kimmel, a leading driver in the ARCA series, and crew provide a behind-the-scenes look into stock car racing and update producers about the Pork Board's efforts in using this marketing tool.



Paul Branch/Superior Livestock, Dr. Rob Cannel/McDonalds Corporation, Dr. Bill Mies/eMerge, Max Armstrong, Lee Borck/Beef Marketing Group, Dr. Brad Dalke/ADM Alliance Nutrition, and Dr. John Patterson/Montana Beef Network form the expert panel for the 2-hour Animal ID Roundtable.



Mike John, Jim McAdams and Jan Lyons. Jan is past-president, Jim is the current NCBA president and Mike is current president-elect.

RFD-TV "LIVE" Informs Rural America

Viewer Phone Calls make the Program a Hit

What do you get when you mix together an hour with an interesting topic, expert guests, a professional host, and insightful questions from an attentive national audience phoned in and answered "live" on the air? It's RFD-TV "LIVE".

RFD-TV "LIVE" has revolutionized the ability for rural and agricultural organizations, companies, and government agencies to communicate directly with their members, consumers, and interested parties, by providing the opportunity to focus on a particular subject without the time restraints normally associated with television broadcasts. More importantly, viewers are given the chance to see and hear for themselves the latest news from that organization and/or about that product or service, all from the comfort of their own living room, in prime time hours. And, to ask their own questions of the expert panel that has been assembled for the show.

"It's the viewers that really make the program work," stated Mike Hansen, Executive VP for RFD Communications, Inc. "Every guest has just been so impressed with not only the huge volume of calls received from all around the country during the show, but with the quality and variety of the questions asked. This response

even continues for weeks after the program airs. People are hungry for this important information, and RFD-TV "LIVE" has built a bridge to connect rural folks with these national topics like never before."

RFD-TV "LIVE" originates for either one or two hours from the Nashville studios on most occasions, but the program can also be produced from remote locations as was done for NCBA in 90-minute "Town Hall" broadcasts from the 2004 National Cattlemen's Convention in Phoenix, and again from their Summer Conference in Washington, D.C. In the past year, this format has also been used by John Deere to educate first-time tractor buyers and small acreage owners on "tractor buying secrets" and "small tractor safety", by the National Pork Board to communicate with producers the availability of new educational materials, another special program by eMerge to announce and explain their electronic cattle identification program which included sponsored guests on the set from ADM, McDonalds Corporation, and Superior Livestock Auction, two-hour "live" programs by the National FFA Organization to communicate and reconnect with members, alumni, and the general public with the latest news from FFA and its national officers, and by Farm Safety 4 Just Kids to enlist the organization

of new chapters from around the country, and again by NCBA to immediately discuss the Supreme Court ruling of the Beef Checkoff decision, among others.

"We saw the power and possibilities of this program format during the BSE scare in December of 2003", said Patrick Gottsch, RFD-TV Founder & President. "RFD-TV carried a number of "live" broadcasts from both the USDA and NCBA, which updated and answered questions from both producers and consumers daily on the latest news about the mad cow situation. After things settled down, many cattlemen and consumers wrote RFD-TV to thank us all for putting out information that was not being carried or covered by other television networks. If we contributed even a little to reducing consumer concerns and helping keep the cattle producer better informed, then it was well worth the effort."

Most shows are hosted by Orion Samuelson or Max Armstrong, who have proven to be very popular in connecting with the audience in this informal format, turning it into the fastest hour of television for many of the guests.

Mike Gustafson - Manager, Ad Creative, - John Deere Agricultural Marketing

"We were extremely pleased with how the live shows were handled by the RFD-TV crew. More than that, we were very happy to see that we were reaching the right audience with the right message. Most of the calls were from rural lifestylers, and their questions were right on subject.

These two live shows reinforced what we thought about the Rural Lifestyle market—they're hungry for information and very appreciative when they can get straight answers."

Bill Stagg - Division Director Information Services - National FFA Organization

"Through "FFA Live!" and RFD-TV's extensive live coverage of the national FFA convention, FFA is using the power of television to connect directly with members, alumni and educators, while introducing the mission of this agricultural youth organization to millions of Americans. The positive response and support received from across the country have been overwhelming."

Michael Wegner - Vice President/Communications - National Pork Board

"Our most recent hour-long program on RFD-TV generated

a very positive response from smaller producers for whom pork production is an avocation. This is a group we typically have difficulty reaching, but they flooded our customer service center with requests for the educational materials we promoted on the program."

Bill Mies - Vice President National Accounts - eMerge Interactive Inc.

"Animal ID Roundtable was easy to set up and with the help of the very professional production group in Nashville, the end result was something we are proud to be a part of. The customer reaction was very positive and is still causing our phones to ring. We will be using this medium again in the educational efforts on animal ID."

Terry Stokes - Chief Executive Officer - NCBA

"NCBA has been using the live broadcasts on RFD-TV as an information and feedback tool. The live, call-in format allows us to effectively get feedback from producers all over the country -- including those who may not be able to travel to our annual meetings. It also allows us to answer the questions that are top of mind for cattlemen. NCBA is a solution-driven organization. We want to give cattlemen the information they need to make good and profitable management decisions."

RFD-TV plans on expanding this program into a regular slot originating "live" on each Monday evening beginning in September. In addition, the equine audience will also be included at least one night a month due to the outstanding response received by "live" test shows in the past year with Pat & Linda Parelli, and Clinton Anderson, with a special focus on animal health issues. And finally, RFD-TV will once again be "LIVE" from the National FFA Convention in Louisville, Kentucky, broadcasting over 30 hours of coverage and taking calls from viewers who could not attend the convention.

We invite you to tune in to the next RFD-TV "LIVE" and be our guest.

Special Program Announcement

Secretary of Agriculture Mike Johanns will chair a special 4-hour "LIVE" broadcast on RFD-TV on Thursday, July 7, from 7pm-11pm (eastern) time. (Check with RFDTV.com for any last minute changes.)

