



**NEWS  
FOR IMMEDIATE RELEASE**

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**IRON SOLUTIONS OFFERS ONE-STOP LISTING AND ADVERTISING SERVICE**

Farm Business Communications (FBC) and IRON Solutions have announced an agreement to work together in providing a one-stop, combined print/Internet advertising option for farm equipment dealers in Western Canada.

FBC is Canada's largest publisher of farm newspapers and magazines, including Wheel and Deal, and The Big Dealer, Western Canada's largest retail farm equipment and service publications. IRON Solutions provides equipment dealers with Internet-based inventory marketing tool with IRONsearch.com, Equipment Market Intelligence™ with their gold standard data in the Official Guides and additional online and offline equipment marketing solutions.

Under the new arrangement, dealers will be offered either a "self-managed" or "on-site" option with the IRON Search equipment listing service. The self-managed option will allow dealers access the IRON Search website. They will be responsible for posting and managing their own equipment listings on [www.ironsearch.com](http://www.ironsearch.com). In comparison, the on-site service will be provided by FBC sales representatives, requiring no data entry from the dealer to list his equipment on the IRON Search website.

With either solution, one entry into the IRON Search system can result in used equipment inventory control, equipment listings going directly to online search sites and print ads going directly to Wheel & Deal and The Big Dealer.

The new agreement was announced at the Canada West Equipment Dealers annual convention in Edmonton, January 24-25. The new program will be launched as a "beta" test with five dealers. After a successful test launch, the program is scheduled to be offered to all dealers in Western Canada by the end of 2008. Negotiations are underway to offer the program in Eastern Canada as well.

**About IRON Solutions®**

IRON Solutions® <http://www.ironsolutions.com> is the leading source of Equipment Market Intelligence for used agricultural, industrial, and outdoor power equipment. We provide an integrated portfolio of services to manufacturers, dealers, producers, and financial services firms who want to make business-critical decisions, informed by easily accessible and accurate market information. IRON Solutions is the technology partner of the North American Equipment Dealers Association (NAEDA) <http://www.naeda.com> and its affiliated associations in the United States and Canada.

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