



## Press Release

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**FOR IMMEDIATE RELEASE**

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**World Ag Expo Announces Its Number One Ag Source**

TULARE, Calif.— The World Ag Expo (WAE) announces Ag Source Magazine as the official farm equipment publication of World Ag Expo.

Both WAE and Ag Source are excited to grow together in their effort to serve the agricultural community and provide tools to help farmers buy and sell products and equipment.

Over the past ten years WAE and Ag Source have evolved to serve the ever-changing agriculture community.

“We’re excited about our new partnership. We knew ten years ago that being involved with the Agri-Center and World Ag Expo would lead to a stronger business environment for the entire state. We’re happy to see Ag Source as California’s largest, leading ag publication and the World Ag Expo as the largest ag expo in the world,” said Bobby Cabrera, publisher of Ag Source Magazine.

In their infancy, WAE and Ag Source were small organizations serving local businesses and agriculturalists. As each group worked to provide access to timely information and products, the Expo grew from 157 exhibitors to 1,600, and Ag Source now circulates 24,000 magazines statewide publishing farmer-to-farmer classified ads.

“As we enter our 40<sup>th</sup> year at the World Ag Expo, we look forward to continuing down the next 40 years with the same dedication to our exhibitors, partners and farmers. I look forward to working closely with Ag Source to keep our farmers and ranchers farming and our business community thriving,” said Bruce Shannon, 2007 World Ag Expo chairman.

With anniversary plans underway, WAE anticipates a successful event as they celebrate 40 years of innovative agriculture worldwide. Along with the strong support of Ag Source Magazine, WAE looks forward to future expansion to showcase more equipment and technology to attendees from around the globe.

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“We’re confident that our partnership will not only add future growth and success to Ag Source and World Ag Expo, but to the ag community as a whole. We’re even more excited about the potential this brings our advertisers in their effort to reach their customers’ needs,” said Cabrera.

The World Ag Expo is celebrating 40 years of innovative agriculture Feb. 13-15, 2007. Look for the official farm equipment publication, Ag Source Magazine around the showground. Visit [www.worldagexpo.com](http://www.worldagexpo.com) for current information on WAE and event details.

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