



Hands-Free Farm Mission Featured at National Farm Machinery Show
From Machinery Pete to the tradeshow floor, Hands-Free Farm takes off at National Farm Machinery Show

LOUISVILLE, KY (Feb. 15, 2018) – The [Hands-Free Farm™](#) movement, developed by Outback Guidance, a brand of AgJunction, Inc. (TSX: AJX), made a major impact at the National Farm Machinery Show in Louisville, Kentucky, this week.

“Hands-Free Farm is our commitment to helping every farmer prosper through access to simple, low-cost, effective autosteering technology,” says Dave Vaughn, AgJunction president and chief executive officer. “The National Farm Machinery Show is the perfect venue to share our mission with growers from across the country who can benefit from the opportunity to advance their productivity and profitability through simple, affordable precision technology.”

The first step in the trajectory of the Hands-Free Farm movement is REBEL™, the recently launched hands-free, hassle-free autosteering system from Outback Guidance. REBEL is simple to buy, easy to own and perfect for any farm – and, according to a USDA ARMS survey of corn producers, can save farmers an average of \$15 per acre with an affordable starting price of only \$5,995.

Hands-Free Farm was also the proud sponsor of Machinery Pete’s (Greg Peterson) seminar, “Updates on the Used Machinery Market,” held on February 14 at the show. Peterson’s seminar focused on the strength of the used machinery market, and the growing number of farmers choosing to buy used due to constrained budgets and limited farm size.

“It’s really exciting stuff they’re doing at Outback Guidance with REBEL,” Peterson said at his seminar Wednesday morning. He went on to provide his outlook on pricing and demand for used machinery, explaining that the 10-year-old and older machines are in high demand due to the price break and maintained functionality.

Working with Machinery Pete to present his used machinery update was a natural fit for Hands-Free Farm and REBEL, Vaughn says.

“REBEL is made to be a perfect fit in tractors of almost any make, model or year, so farmers don’t have to worry about what precision system (or lack thereof) their used tractor comes equipped with,” Vaughn says. “We’ve created a solution for the farmer who has, until now, been priced out of precision agriculture. The accessible price point and ease of use mean that autosteer and precision agriculture aren’t just for the large operations anymore – they’re for every farmer.”



About Outback Guidance

Outback Guidance delivers advanced autosteer systems for precision agriculture applications. With a focus on providing quality products that are easy to use and affordable, Outback has grown to become one of the world's leading aftermarket suppliers of autosteering for agriculture.

The Company is committed to making hands-free technology accessible to every farmer who wants it. Outback Guidance believes all farmers should be successful and it knows that precision agriculture is an important part of increasing yields while reducing costs. For years, precision farming equipment was out of reach for small farmers. It was too expensive, too complicated, and too difficult to implement. Outback Guidance is changing this by delivering quality affordable products for all farmers.

About AgJunction

AgJunction (www.agjunction.com) provides innovative hardware and software applications for precision agriculture worldwide. The Company holds more than 185 patents and patent applications and markets its products and services under leading brand names including Novariant, Outback Guidance® and Satloc®. The Company is headquartered in Hiawatha, Kansas, with facilities in Silicon Valley, California, Scottsdale, Arizona, Winnipeg, Manitoba and Queensland, Australia. AgJunction is listed on the Toronto Stock Exchange (TSX) under the symbol "AJX." For more information, please go to www.agjunction.com.

Reader Advisory and Note Regarding Forward Looking Information

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