

November 9, 2007

Dear Media:

Commodity Classic, presented by the American Soybean Association (ASA) and the National Corn Growers Association (NCGA), and the National Association of Wheat Growers (NAWG), will be held in Nashville, Tennessee, February 28-March 1, 2008. This is the event of the year for corn, soybean and wheat producers.

We are asking you to help us get the word out to growers about Commodity Classic and the opportunity it provides for them to expand their agriculture knowledge, find out about new products, learn how to increase farm profitability, and network with industry leaders and top producers.

We hope you find the enclosed package of tools helpful. There is a CD-ROM containing the following audio:

- Four (4) 30-second produced Public Service Announcements
- Three (3) 15-second produced Public Service Announcements
- 30-second and 15-second spots of music only for local station production use

You will also find the following print materials:

- Copy for live announcer liners – four (4) 10-second and three (3) 15-second
- Copy for four (4) live Public Service Announcements

We would appreciate your help by incorporating the enclosed materials into your broadcast schedule. The items are appropriate for airing from the time they are received until February 25, 2008.

Thank you for your assistance.

Sincerely,

Bob Callanan  
Commodity Classic

**COMMODITY CLASSIC 2008**

**LIVE ANNOUNCER LINERS**

**KILL DATE: Feb. 25, 2008**

**10 SECONDS**

CORN, SOYBEAN AND WHEAT GROWERS—LEARN MORE ABOUT FARM PROFITABILITY AT COMMODITY CLASSIC, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST IN NASHVILLE, TENNESSEE.

**10 SECONDS**

THE AMERICAN SOYBEAN AND THE NATIONAL CORN GROWERS ASSOCIATIONS, AND THE NATIONAL ASSOCIATION OF WHEAT GROWERS, INVITE FARMERS TO THE COMMODITY CLASSIC IN NASHVILLE, TENNESSEE, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST.

**10 SECONDS**

COMMODITY CLASSIC, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST, IN NASHVILLE, TENNESSEE, IS AN OPPORTUNITY TO LEARN MORE ABOUT FARM PROFITABILITY AND NEW TECHNOLOGY.

**10 SECONDS**

COMMODITY CLASSIC IN NASHVILLE, TENNESSEE, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST, FEATURES A CONFERENCE AND TRADE SHOW FOR CORN, SOYBEAN AND WHEAT GROWERS.

**COMMODITY CLASSIC 2008**

**LIVE ANNOUNCER LINERS**

**KILL DATE: Feb. 25, 2008**

**15 SECONDS**

COMMODITY CLASSIC, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST IN NASHVILLE, TENNESSEE, INVITES CORN, SOYBEAN AND WHEAT GROWERS TO TUNE UP FOR SUCCESS WITH VALUABLE SEMINARS AND A PREMIER TRADE SHOW. W-W-W DOT COMMODITY CLASSIC DOT COM.

**15 SECONDS**

LEARN MORE ABOUT THE LATEST IN PRODUCTION RESEARCH AND YOUR FARM'S FUTURE AT COMMODITY CLASSIC, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST IN NASHVILLE, TENNESSEE. W-W-W DOT COMMODITY CLASSIC DOT COM.

**15 SECONDS**

GROWERS—LOOK FORWARD TO NETWORKING AND EXCLUSIVE ENTERTAINMENT AT THE GRAND OLE OPRY AT COMMODITY CLASSIC IN NASHVILLE, BEGINNING FEBRUARY TWENTY-EIGHTH. W-W-W DOT COMMODITY CLASSIC DOT COM.

**PUBLIC SERVICE ANNOUNCEMENTS: COMMODITY CLASSIC 2008**

**30 SECONDS**

**KILL DATE: Feb. 25, 2008**

**ANNOUNCER:**

CORN, SOYBEAN AND WHEAT GROWERS CAN BE PART OF AN EVENT THAT HAS CUTTING-EDGE INFORMATION, A ONE-OF-A-KIND TRADE SHOW, AND AN EXCLUSIVE ENGAGEMENT AT THE GRAND OLE OPRY. IT'S ALL AT COMMODITY CLASSIC, THE ANNUAL CONVENTION OF THE NATIONAL CORN GROWERS ASSOCIATION, AMERICAN SOYBEAN ASSOCIATION AND NATIONAL ASSOCIATION OF WHEAT GROWERS, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST, IN NASHVILLE, TENNESSEE. VISIT W-W-W DOT COMMODITY CLASSIC DOT COM .

**30 SECONDS PSA**

**KILL DATE: Feb. 25, 2008**

**ANNOUNCER:**

THE PREMIER AGRICULTURAL EVENT FOR SOYBEAN, CORN AND WHEAT PRODUCERS IS COMING UP IN FEBRUARY. THE "COMMODITY CLASSIC" CONVENTION AND TRADE SHOW IS IN NASHVILLE, TENNESSEE, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST. COMMODITY CLASSIC KEEPS GROWERS UP-TO-DATE ON TECHNOLOGY, PRODUCTION AND MARKETING, PLUS AN OPPORTUNITY TO HEAR CHARLIE COOK, A LEADING AUTHORITY ON U.S. ELECTIONS AND POLITICAL TRENDS. REGISTER TODAY. AT W-W-W DOT COMMODITY CLASSIC DOT COM.

**30 SECONDS**

**KILL DATE: Feb. 25, 2008**

**ANNOUNCER:**

SOYBEAN, CORN AND WHEAT GROWERS—TUNE UP FOR SUCCESS IN NASHVILLE, TENNESSEE, AT THE COMMODITY CLASSIC CONVENTION AND TRADE SHOW, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST. THE ANNUAL CONVENTION OF THE AMERICAN SOYBEAN ASSOCIATION, NATIONAL CORN GROWERS ASSOCIATION, AND NATIONAL ASSOCIATION OF WHEAT GROWERS, COMMODITY CLASSIC IS AN EVENT FOR THE WHOLE FAMILY,. VISIT W-W-W DOT COMMODITY CLASSIC DOT COM.

**30 SECONDS**

**KILL DATE: Feb. 25, 2008**

**ANNOUNCER:**

SOYBEAN, CORN AND WHEAT GROWERS WILL LEARN MORE ABOUT PROFITABILITY, CROP YIELD, MARKETING AND OTHER KEY ISSUES AT THE COMMODITY CLASSIC IN NASHVILLE, FEBRUARY TWENTY-EIGHTH THROUGH MARCH FIRST. THERE WILL BE AN EXTENSIVE TRADE SHOW AND AN EXCLUSIVE ENGAGEMENT AT THE GRAND OLE OPRY. COMMODITY CLASSIC IS THE ANNUAL CONVENTION OF NATIONAL CORN GROWERS ASSOCIATION, AMERICAN SOYBEAN ASSOCIATION AND NATIONAL ASSOCIATION OF WHEAT GROWERS. VISIT W-W-W DOT COMMODITY CLASSIC DOT COM.