



FOR IMMEDIATE RELEASE
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AGNET WEST RADIO NETWORK COVERS CALIFORNIA; ANNOUNCES SALES REPRESENTATIVE

*Network Announces J. L. Farmakis, Inc. as National Sales Representative;
"KROP" Radio First of a Dozen Charter Affiliates Joining Network;
All Major California Ag Areas Covered with Prime Time Morning and Midday Network Airtimes*

(Ocala, FL / Clovis, CA) – AgNet West Radio Network is pleased to announce it has hired J.L. Farmakis, Inc. to represent its national sales efforts. The network launched July 9, 2012, quickly clearing its programs on twelve charter affiliate stations, covering the vast majority of California agriculture with prime morning and midday network airtimes. Affiliate station details and updates can be found on line at www.AgNetWest.com.

"It's about time California finally has its own farm network!" said KROP Owner/Operator Teresa Allen. The Brawley, CA station covers the famous Coachella and Imperial Valley farming regions of southern California and was the first of several to sign up even before the network went on air. After the first week her comments echoed others, "We're proud to add AgNet West to our prime time lineup. Audience response is very positive!"

AgNet West was co-founded by Gary Cooper and Robin Loftin, owner-operators of Southeast AgNet Media Group, and Patrick Cavanaugh and Laurie Greene in California. Cavanaugh is editor of several California-based agricultural magazines, two of which he co-owns including *Pacific Nut Producer* and *Vegetables West*. He has also been an independent farm broadcaster in the region for the past several years.

Potato Program Manager Ken Jochimsen at Zuckerman Family Farms in Stockton, CA, in the Central Valley commented, "I can describe Patrick's reporting method in three words: Enthusiastic. Pertinent. Timely."

"The network fell into place very quickly with strong stations, airtimes and widespread industry interest, and that is encouraging," explained Cavanaugh. "We really appreciate the early support of our affiliate stations!"

"Response has been overwhelmingly positive from farmers, industry leaders and radio stations alike," stated Cooper. "We're especially pleased to welcome the Farmakis team aboard. They bring depth and knowledge in the advertising community and over 25 years of marketing in the California marketplace."

Bill Farmakis, President of J.L. Farmakis, Inc. says he's excited about extending the firm's relationship with Gary and Robin and looks forward to working with the AgNet West partnership. "Patrick has covered farm news throughout California and the western region for 28 years and we look forward to working with him in providing excellent local programming to this huge and diverse agriculture community," he added.

J.L. Farmakis, Inc.'s State Farm Radio Network group is the largest ag radio group in the U. S., covering 34 states with 22 networks and over 725 stations. They also represent ag publications and digital media including the statewide *Ag Alert* publication in California.

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AgNet West

Affiliate Stations

County Coverage	Station	City	Format	Power	Freq
S/SW San Bernardino/Western Riverside/Orange	KCAA-AM	Loma Linda/ San Bernardino	News/Talk	1,400	1050
Kern/Kings/Tulare/Fresno/San Luis Obispo/Ventura/Santa Barbara	KERN-AM	Bakersfield	News/Talk	50,000	1180
Monterey/San Benito/Western Merced	KION-AM	Salinas	News/Talk	10,000	1460
Monterey/San Benito/Western Merced	KION-FM	Salinas	News/Talk	ERP 250	101.1
Butte/Tehama/Sutter/Yuba/Colusa/Yolo Northern Sacramento/Eastern Napa/Solano	KPAY-AM	Chico	News/Talk	5,000	1290
Monterey/San Benito	KRKC-AM	King City	News/Sports Country	1,000	1490
Monterey/San Benito	KRKC-FM	King City	News/Sports Country	ERP 250	104.9
Imperial/Riverside/Eastern San Diego/Colorado River Basin in AZ	KROP-AM	Brawley	News/Talk	1,000	1300
Sacramento/Yolo/Sutter/Placer/Yuba/Napa Solano/Lake/San Joaquin	KSAC-FM	Sacramento/ Dunnigan	Business News/Talk	2,550	105.5
Tulare/North Kern/Kings/Southeastern Fresno	KTIP-AM	Porterville	News/Talk	1,000	1450
Fresno/Tulare/Stanislaus/Northern Kern /Madera Kings/San Benito/Monterey/Eastern Santa Clara	KYNO-AM	Fresno	News/Talk	50,000	940
Merced/Stanislaus/San Joaquin/Northern and Western Fresno	KYOS-AM	Merced	News/Talk	5,000	1480



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