



DTN / The Progressive Farmer Technology Overview

2010

DTN/The Progressive Farmer Overview

- Today, DTN and *The Progressive Farmer* are the **leading information portals for agriculture, energy and weather sensitive markets** enabling customers to make "Smarter Decisions" with multiple products delivered **via mobile devices, Internet, satellite, and print**
- DTN/PF has more than **700 employees** in the US and Canada with vertical market expertise providing **exclusive, accurate analysis** for marketing, production and management decisions
- DTN/PF serves more than **600,000 subscribers** across related commodity markets everyday with time-sensitive information enabling them to make more profitable decisions
- In late 2008, DTN was **acquired by Telvent** and joins in Telvent's mission: **Smart Information for a Sustainable World.**



Telvent Serves Critical Sectors



Transportation

Help Manage the transportation of more than 2.5 billion passengers per year on train and metro networks such as the EZ Pass systems found in NY, Boston, NJ.



Energy

Supply Chain Management and systems for the top fuel companies in North America including company's like Exxon Mobile, Conoco Phillips, BP and price discovery services for 90% of the nation's top fuel buyers.



Environment

Superior weather forecasting and observation services for companies like the PGA Tour, NCAA, United Airlines and over 15,000 other weather-sensitive businesses.



Agriculture

Business critical information to help different players in the supply chain with buying and selling decisions



Global Services

Technological consulting services, outsourcing, software development, and IT infrastructures

A Global Business Well Diversified

A Diversified Business by Verticals



28%

Transportation



32%

Energy



8%

Environment



10%

Agriculture



22%

Global Services

A Global Business Balanced by Geography

33%

North America

46%

Europe

13%

Latin America

6%

MEA

2%

Asia-Pacific

The Source for Major Ag Industry Leaders



Telvent DTN reaches virtually all grain and livestock producers in the U.S., and has a leading position with agribusinesses, commodity brokerages, and grain originators



- ▶ Provide data and services to 95% of corn and soybean production and 60% of the cattle market in the U.S.



- ▶ Provide cash market data and integration services for 80% of feedlots and 50% of ethanol plants, coops, and brokerages in the U.S.



- ▶ Provide of market data services for 80% of commercial risk management for agriculture commodities

Agriculture Business Overview

Segment Overview

Leading business information service provider to agriculture predominately in the North American corn/soybean/cattle complex



600,000 subscribers

Top Grain & Livestock Producers



Cargill

BUNGE

BASF



R.J.O'Brien

Bloomberg



Segments Served

Producers

- 360 degree information tool for the 'CEO' farmer
- Satellite and Internet subscriptions
- Media: print, digital and live events

Originators

- Hedging/pricing tools for elevators, feedlots, ethanol plants
- Grain transaction portal, communication services and back office integration

Risk Management

- Leading position with Ag commercial risk managers including agribusinesses and commodity brokerage
- Redistribution Partners



Production Ag Technologies

Farm Smarter

V3.003.10

DTN Leads the World

Helping Producers Farm Smarter

DTN is the World Leader in Agricultural Information

Most Top Producers Use DTN

Used by over 70% of top producers & agribusinesses (200,000 users).

Ag Market News

Largest newsroom in agriculture with unmatched industry coverage.

Professional Ag Weather

Largest commercial weather company with the most sophisticated tools available. 40% more accurate than NWS

Commodities & Cash Markets

Largest supplier of commodity and cash prices with powerful, yet easy-to-use analysis tools.

Stay Informed

Monitor critical factors affecting local and global market prices.

- **DTN News & Analysis** has unmatched industry coverage with the world's largest Ag newsroom
- **DTN Ag News** keeps you up to date on critical Ag issues in production, markets, policy and economics, such as BSE and ethanol.
- **DTN U.S. & World News** focuses on national and global current events that may determine supply and demand market swings

Ag News	U.S. & World News
US Blocked Trade Deal Breakthrough 7/6 10:10AM The U.S. was the only major player to refuse to make compromises necessary for a breakthrough on a stalled global trade deal at talks last week, said EU Trade Commissioner Peter Mandelson.	Mexico Election Surprises Country Inventor Charles G. Cook (R-Ill.) says he is confident he will win the Nov. 3 election, but he is not ruling out a possible runoff.
Aussie Wheat for Iraq Loaded 7/6 6:06AM Australia loaded the first cargo of wheat to Iraq's seller Wheat Australia Ltd., but future wheat deal outcomes may be in jeopardy after a shooting in government guards and Australian security force.	WTO Director General of Pascal Lamy says it will be possible to reach a Doha round trade deal. Lamy said in a speech at the WTO's 10th anniversary conference in Geneva.
US, S Korea Beef Issues Unresolved 7/6 7:00AM The U.S. and South Korea still have unresolved issues over beef trade, including the possible packers for not meeting South Korean standards.	Energy futures were lower in early trade. Crude oil prices were mostly steady in a dollar lower. Futures were up for most commodities.
More Ag News In Other Media 7/6 10:00AM Newswatch Daily Market Monitor 7/6 10:00AM Washington Insider - Thursday 7/6 10:00AM Commodities Market Impact Weather 7/6 10:00AM DTN AgNews, Briefly 7/6 10:00AM US Blocked Trade Deal Breakthrough 7/6 10:00AM Corn, Wheat Inspections Full Shift 7/6 10:00AM Developing Soybean Cane with Pathogen 7/6 10:00AM Rust Forecast 4 Louisiana 7/6 10:00AM Marketing Made Easy 7/6 10:00AM Grape GR, W EPA's CAFO Rules 7/6 10:00AM Aussie Wheat for Iraq Loaded 7/6 10:00AM Funding Cattle Millions in Damage 7/6 10:00AM US, S Korea Beef Issues Unresolved 7/6 10:00AM View From the Crib 7/6 10:00AM Soil Moisture: Dry West, Wet East 7/6 10:00AM Soybean Fed Up with Damages 7/6 10:00AM Biofuel Briefs 7/6 10:00AM Venezuela Jumps Mercosur Trade Bloc 7/6 10:00AM Drought Shows Aussie Beef Exports 7/6 10:00AM Lumpy, Doha Deal Still Possible 7/6 10:00AM China Soybean Futures Lower 7/6 10:00AM	DTN Top Stories The U.S. was the only major player to refuse to make compromises necessary for a breakthrough on a stalled global trade deal at talks last week, said EU Trade Commissioner Peter Mandelson. See DTN Ag News. 7/6 10:10AM Aussie wheat loaded the first cargo of wheat to Iraq by one Aussie wheat seller Wheat Australia Ltd. But future wheat deal outcomes may be in jeopardy after a shooting in government guards and Australian security force. See DTN Ag News. 7/6 6:06AM The U.S. and South Korea still have unresolved issues over the possibility of beef trade, including the possible exclusion of some packers for not meeting South Korean standards. See DTN Ag News. 7/6 7:00AM Corn, soybean and wheat futures were higher in early trade, with wheat prices in a dollar lower and soybean prices in a dollar higher. Crude oil prices were mostly steady in a dollar lower. Futures were up for most commodities. See DTN Ag News. 7/6 10:00AM WTO Director General of Pascal Lamy says it will be possible to reach a Doha round trade deal. Lamy said in a speech at the WTO's 10th anniversary conference in Geneva. See DTN Ag News. 7/6 10:00AM High protein content in western beans will keep dry weather in place across the central U.S. High protein content will continue to limit growers in the western states and border towns in the Tennessee Valley through the mid-Atlantic coast. See DTN Weather. 7/6 10:00AM A technology that employs bio-technology with chemical plant breeding, called marker-assisted selection, could replace the current use of genetic modification, says Jeremy Sill, a web-based GMO expert. GMO could be more acceptable to an anti-GMO camp. Sill said. See DTN Ag News, Washington Insider. 7/6 10:00AM Energy futures were lower in early trade after crude oil prices hit new highs on Wednesday. The Energy Department will release its weekly inventory report this morning, delayed a day because of the holiday. See DTN U.S. & World News. 7/6 10:00AM Asian stock markets closed mixed on Tuesday, with the Nikkei lower and Hong Kong's index higher. The Asia panel is dry and the rest is wet. See DTN U.S. & World News. 7/6 10:00AM U.S. stocks were higher at mid-nooning. Dealers reported a slowdown in volume as some sales in Asia and weak sentiment in Europe weighed. The Institute for Supply Management will release its services index during the day. See DTN U.S. & World News. 7/6 10:00AM A defense bean from the Amazon is being studied to see if it can be used as a source of new crop genetic material. The bean is being studied for its potential to be used as a source of new crop genetic material. The bean is being studied for its potential to be used as a source of new crop genetic material. See DTN U.S. & World News. 7/6 10:00AM Conservative candidate Felipe Calderon caught up to his father's deal and passed it on by a razor. His uncle was the leader in a proxy vote to elect Calderon to the office of president. See DTN U.S. & World News. 7/6 10:00AM

Knowing what is happening in locally, nationally or globally can give you the edge to make smarter decisions.

Produce More

Stay ahead with local agronomy reports and the latest agronomy news from DTN production information.

- **DTN Agronomy News** covers new technology and production practices for producers wanting to stay ahead of changes in agriculture
- **DTN Agronomy Reports** provide local information on disease, pests and crop production stages from a local crop advisor to help you make smarter production decisions
- **DTN Pest & Disease Center** is the most up-to-date reference Soy Rust and potential outbreak areas enabling you to make proactive decisions in your production plan

Agronomy News

- Evaluating Corn Stands** Sat Jul 8, 2006 11:35 PM CDT
- Assess White Mold Risk** Fri Jul 14, 2006 04:19 AM CDT
- Soybean Aphids 3: Prediction** Fri Jun 23, 2006 05:55 PM CDT
- Soybean Aphids 4: Scouting** Fri Jun 23, 2006 05:56 PM CDT
- AGRI-TALK: STRAIGHT FORWARD!** Fri Jun 11, 2004 10:05 PM CDT
- Soybean Aphids 5: Insecticide** Fri Jun 23, 2006 05:57 PM CDT
- Monitor Crop Conditions** Wed Jul 5, 2006 02:51 PM CDT
- Atrazine Carryover in Soybeans** Wed Jul 5, 2006 05:17 PM CDT
- Green Snap Affects Dry Corn** Wed Jul 5, 2006 06:10 PM CDT
- Davidson Farm: Nitrate Toxicity** Fri Jul 7, 2006 06:11 AM CDT
- Harvesting Wheat, Soybean** Wed Jul 5, 2006 11:55 AM CDT

Today's Rust Development Risk

Today's Soybean Rust Development Risk

DTN Rust Risk Index

Risk Level	High	Medium	Low
High	High	Medium	Low
Medium	High	Medium	Low
Low	High	Medium	Low

Rust Risk Index Information

The DTN Soybean Rust Risk Index is a weather-based risk index that tells you when you will have high risk weather conditions that encourage the development of soybean rust if spores are present.

By accessing the risk level in this three-day index, you will have more time to plan and plan preventive fungicide treatments. The parameters for the proprietary DTN Soybean Rust Risk Index are based on, and were developed by, the scientific community accepted by the scientific community in encouraging soybean rust development.

Low Risk: Normal Risk. Low risk for the development of soybean rust spores.

Moderate Risk: Moderate risk for the development of soybean rust spores to six continuous hours.

A quick response to a pest or disease outbreak could eliminate a potential crop failure.

Real-Time Deferred Cash Bids

The ONLY source of up-to-minute Cash Bids

- Save time & money by accessing 3700 locations worth of real-time Cash Bids & Basis
- Cash prices can be recalculated every minute
- Hover over Cash Bid provides additional Bid & Location detail

My DTN Cash Bids

My DTN Cash Bids for U.S. Zip Code 51559, Radius miles 20

Select Commodity: **Corn**

Elevator/Location	Dec 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010
HANCOCK ELEVATOR INC	3.38	3.54	3.60	3.65	3.74	3.79	---	---	---	---	3.78	---	---
NEOLA, IA													
SOUTHWEST IOWA RENEWABLE ENERGY, LLC	3.70	3.72	3.77	3.83	3.89	3.94	3.98	4.03	4.04	4.00	3.97	3.99	4.07
COUNCIL BLUFFS, IA													
HANCOCK ELEVATOR INC	3.38	3.54	3.59	3.64	3.73								
PORTSMOUTH, IA													
FARM SERVICE COMPANY	3.48	3.52	3.59	3.64	3.70								
COUNCIL BLUFFS, IA													

Elevator: SOUTHWEST IOWA RENEWABLE ENERGY, LLC
 Commodity: Corn
 Current Cash Price: 3.89 (USD/BU) (estimate)
 Recalculated at: 12/21/09 2:22 PM CST
 Basis: 4.22
 Contract/Basis Month: C06 (DAY CORN May-2010)
 Last Basis Update: 12/21/09 2:12 PM CST
 Delivery Period: 04/01/10 - 04/30/10
 Elevator Distance: 15 miles

Disclaimer: Cash prices/basis are updated when DTN receives new information from the cash price or basis from the agribusiness and the calculations are based upon delayed futures data. Please be advised that these prices should be used for reference only when making offers.

DTN Marketspace

An Innovative Online Market Place



Secure · Reliable · Private

Get the Best Price

Communicate and Make offers more effectively

- Centralized management of all offers with all your agribusinesses
- Simplify communication by making one offer to multiple agribusinesses
- Customize offers with your price, quantity and delivery time
- Automatically eliminates double-booking concerns
- Be informed of offer activity anytime with email and text message alert

Enter your Net Price to continue. * My Target Price: (per unit) \$ 5.45

Optional: Update Offer Price with Freight Costs included. Include Freight Costs: yes no

My Freight Costs: (per unit per mile) \$ 0.0050

Update Offer Price Click "Update Offer Price" to populate your Price table below. If you change any values above, you'll need to click "Update Offer Price" again.

Make Offer To	Agribusiness	Location	Distance (miles)	Freight Cost (per unit)	Updated Offer Price w/ Freight (per unit)	My Actual Offer Price (per unit)
My Preferred Agribusinesses						
<input type="checkbox"/>	WEST PLAINS GRAIN	OMAHA, NE	6	\$ 0.0300	\$ 5.4800	\$ 5.4800
<input checked="" type="checkbox"/>	FARMERS COOP	COUNCIL BLUFFS, IA	7	\$ 0.0350	\$ 5.4850	\$ 5.4850
<input checked="" type="checkbox"/>	FARM SERVICE COMPANY	MISSOURI VALLEY, IA	18	\$ 0.0900	\$ 5.5400	\$ 5.5400
<input type="checkbox"/>	HIGH PLAINS ELEVATOR	PLATTSMOUTH, NE	21	\$ 0.1050	\$ 5.5550	\$ 5.5550
<input type="checkbox"/>	FRONTIER COOP	MEAD, NE	23	\$ 0.1150	\$ 5.5650	\$ 5.5650
<input type="checkbox"/>	FARMERS COOP	FREMONT, NE	24	\$ 0.1200	\$ 5.5700	\$ 5.5700
More Agribusinesses						
<input type="checkbox"/>	XYZ ELEVATOR	COUNCIL BLUFFS, IA	8	\$ 0.0400	\$ 5.4900	\$ 5.4900
<input type="checkbox"/>	WESTERN GRAIN COMPANY	COUNCIL BLUFFS, IA	9	\$ 0.0450	\$ 5.4950	\$ 5.4950
<input type="checkbox"/>	FARM SERVICE COMPANY	COUNCIL BLUFFS, IA	10	\$ 0.0500	\$ 5.5000	\$ 5.5000

Continue with Offer

Comments for Offer Recipients:

(* = required field)

Optimize Revenue

Create Transportation-Adjusted Offers

MY NET PRICE MY DTN CASH BIDS

Update Net Price settings by clicking Account Management to select preferred Agribusinesses and adjust freight costs and mileage. Select Commodity:

Agribusiness	Location	Cash Price	Freight Cost	Estimated Net Price
FARMERS COOP	GOWRIE, IA	\$ 5.3900	\$ 0.0210	\$ 5.3690
GREAT PLAINS ELEVATOR	WOOD LAKE, MN	\$ 5.4200	\$ 0.0660	\$ 5.3540
ABC COOP	HOLSTEIN, IA	\$ 5.3500	\$ 0.0150	\$ 5.3350
BIG FARM GRAIN	IDA GROVE, IA	\$ 5.3300	\$ 0.0300	\$ 5.3000
FARMERS COUNTY COOP	GALVA, IA	\$ 5.3000	\$ 0.0180	\$ 5.2820
GREAT PLAINS ELEVATOR	GOWRIE, IA	\$ 5.2900	\$ 0.0150	\$ 5.2750
FARMERS COOP	LOHRVILLE, IA	\$ 5.2900	\$ 0.0180	\$ 5.2720
XYZ ELEVATOR	REDWOOD FALLS, MN	\$ 5.4000	\$ 0.4800	\$ 4.9200
ABC COOP	FARNHAMVILLE, IA	--	\$ 0.0000	--
GREAT PLAINS ELEVATOR	SOMERS, IA	--	\$ 0.0210	--

- Compute net price with transportation-adjusted pricing tools
- Configure for multiple delivery and origination points
- Manage various delivery methods with site-specific freight calculations
- Access DTN's growing network of 3,700 elevators, feed mills and ethanol plants

Conveniently Manage Records

Track Easily with Complete Documentation

- Conveniently manage all offers/contracts in one place to simplify record keeping with complete automated documentation
- Sort delivery commitments to ease scheduling logistics
- Track your total current offer value with on-demand reports
- Manage inventory with automatic updates calculated with every offer
- Track percentages of inventory sold and offered

Enterprise: Knudsen Farms Location: Corner Place

My Open Offers

Offer ID	Commodity	Original Volume	Delivery By Date	Expires	Ag/Business	Location	Status
115893	Corn	1,000	7/31/08	5/10/2008 9:00:00 AM CDT	FARMERS COOP	SOMERS, IA	Initial Offer
					FARMERS COOP	FARNHAMVILLE, IA	Counter Offer

Accepted and Final Offers

Select Commodity: All Choose a commodity to view offers for a specific commodity.

Offer ID	Commodity	Ag/Business	Price	Volume	Delivery By Date	Contract Type	Offer Type	Status
2115	Corn	FARMERS COOP	\$ 5.4120	2,500	5/31/08	Cash	Sell	Accepted
1762	Soybeans	FARMERS COOP	\$ 12.0500	1,000	3/31/08	Cash	Sell	Accepted
1641	Corn	FARMERS COOP	\$ 5.4700	1,000	3/30/08	Futures	Sell	Accepted
1644	Corn	FARMERS COOP	\$ 5.3400	1,000	3/20/08	Basis	Sell	Accepted
1694	Soybeans							
1717	Corn							
1686	Corn							
1682	Corn							
1681	Corn							

Inventory Tracker - Sold

Region: Iowa Enterprise: All Location: All Crop Year: 2009

Total Inventory: 165,000 Bushels
 Total Inventory Sold: 37,000 Bushels 22%
 Total Inventory Offered: 2,000 Bushels 1%
 Remaining Inventory: 126,000 Bushels 76%

Offer Type	Accepted Offer Volume	Accepted Offer Average Price	Accepted Offer Value	Open Offer Volume	Open Offer Average Price	Open Offer Average Value
Cash Offer	37,000	\$ 9.78	\$ 375,250.00	2,000	\$ 9.00	\$ 18,000.00
Basis Only Offer	0	--	--	0	--	--
Futures Only Offer	0	--	--	0	--	--
TOTAL	37,000	--	--	2,000	--	--

Site Specific Weather

Reduce weather-related risks with local and accurate weather conditions and forecasting tools.

- DTN PrecipTimer™** tells you when precipitation will start and stop on your farm
- DTN Wind Monitor** alerts you when winds are too severe to spray
- DTN Ag Forecast** provides hourly detail with business-grade accuracy due to DTN's extensive rural weather observation network
- DTN Weather** is the largest commercial weather provider offering the most sophisticated user tools

Local Radar

Choose a location
 Douglas county
 Save Current As Default
 Manage Locations

PrecipTimer
 Rain is in the area.
 Rain will end at 10:35AM CDT.
 Warning
 change settings

Local Forecast

Current Conditions
 Partly Cloudy
 Observed at OMAHA, NE
 Mon 07AM

Temperature 72 °F
 Feels Like 72 °F
 Wind S at 6 mph
 Dew Point 68 °F
 Humidity 98 %
 Sky Cover Mostly Cloudy

08AM 76°
 08AM 79°
 10AM 83°
 more detail

Mon 68° 192° Tue 68° 193° Wed 73° 195° Thu 74° 194° Fri 72° 195°
 more detail

Local Radar

Monitoring weather for your farm can save you thousands by managing your schedule effectively.

Site Specific Weather

HOME MARKETS WEATHER NEWS CROPS LIVESTOCK EQUIPMENT FARM BUSINESS LAND MANAGEMENT AG POLICY FARM LIFE DTM INSTANT

Help Feedback View Alerts Monitored Locations Welcome, DON KONZ | Settings | Logout

Weather

- WEATHER HOME
- WEATHER DASHBOARD
- LOCAL RADAR
- LOCAL FORECAST
- MARKET WEATHER
- HIGH IMPACT WEATHER
- NATIONAL MAPS
- INTERNATIONAL MAPS
- HISTORICAL WEATHER
- NWS WEATHER REPORTS
- MY FAVORITES
- PREMIUM SERVICES

Grains Market Strategies

Better understand the current market situation, how to

Rainfall: 8:00 PM CDT 8/17/10

1 miles / 5 miles / 10 miles

Locations Tools Map Fullscreen Play Get Details

Map Layers

Weather Layers

- Precipitation
- Past 1 Hour Rain, Est.
- Past 3 Hours Rain, Est.
- Today's Rain so far, Est.
- Yest./Overnight Rain
- Past 7 days Rain
- Past 30 days Rain

Storm History

15.0+
10.0
6.0
5.0
4.0
3.0
2.0
1.0
0.75
0.5
0.4
0.3
0.2
0.1
inches

Rainfall or liquid equivalent of snow

Historical Weather per Location

Weather

WEATHER HOME WEATHER DASHBOARD LOCAL RADAR LOCAL FORECAST MARKET WEATHER HIGH IMPACT WEATHER NATIONAL MAPS INTERNATIONAL MAPS HISTORICAL WEATHER

Monthly Historical Weather for Home

Month: August Year: 2010 Map: Home Go

OMAHA (KOMA) for August 2010

Day	Actual Temp		Normal Temp				Precipitation			Degree Days	Evap (inches/day)
	Hi (°F)	Lo (°F)	Hi (°F)	Lo (°F)	Dept Max (°F)	Dept Min (°F)	Liquid Amount (in.)	Snow Accum Est (in.)	Snow Cover Est (in.)		
1	90.0	68.0	87.0	66.0	3.0	2.0	0.00	0.00	0.00	27.0	0.18
2	91.0	71.0	87.0	66.0	4.0	5.0	0.68	0.00	0.00	28.0	0.14
3	90.0	72.0	87.0	66.0	3.0	6.0	0.30	0.00	0.00	29.0	0.14
4	88.0	72.0	87.0	66.0	1.0	6.0	0.01	0.00	0.00	29.0	0.15
5	86.0	69.0	87.0	66.0	-1.0	3.0	0.00	0.00	0.00	27.0	0.12
6	85.0	68.0	87.0	66.0	-2.0	2.0	0.00	0.00	0.00	26.0	0.15
7	91.0	73.0	87.0	66.0	4.0	7.0	0.00	0.00	0.00	29.0	0.23
8	96.0	76.0	87.0	66.0	9.0	10.0	0.00	0.00	0.00	31.0	0.22
9	95.0	73.0	87.0	66.0	8.0	7.0	0.00	0.00	0.00	29.0	0.14
10	95.0	78.0	86.0	65.0	9.0	13.0	0.00	0.00	0.00	32.0	0.17
11	99.0	74.0	86.0	65.0	13.0	9.0	0.00	0.00	0.00	30.0	0.17
12	97.0	76.0	86.0	65.0	11.0	11.0	0.00	0.00	0.00	31.0	0.22
13	94.0	73.0	86.0	65.0	8.0	8.0	0.02	0.00	0.00	29.0	0.20
14	90.0	70.0	86.0	65.0	4.0	5.0	0.00	0.00	0.00	28.0	0.17
15	83.0	63.0	86.0	64.0	-3.0	-1.0	0.00	0.00	0.00	23.0	0.15
16	89.0	64.0	85.0	64.0	4.0	0.0	0.17	0.00	0.00	25.0	0.16

Monthly Totals

Highest Temperature (°F)	99.0	Growing Degree Days	470.0
Lowest Temperature (°F)	63.0	Total Precipitation (in.)	1.41
Average Temperature (°F)	79.0	Total Snow Fall (in.)	0.00
Depart. From Normal (°F)	3.0	Normal Precipitation (in.)	1.88
Evapotranspiration (inches/day)	2.78		

August Article

Hogs, Corn and Baseball

A Minnesota family's team effort makes their farm thrive and serves as a good

DTN Mobile

Real-Time Markets, Weather, and News for People on the Move

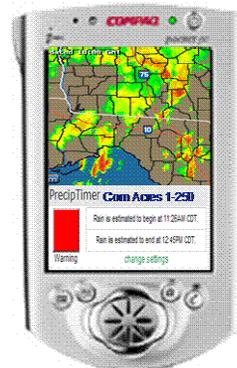
- **Markets:** With auto-refresh quotes, monitor changing markets, local cash bids, when anywhere
- **Weather:** Make plans for the rest of the day while your out in the field.
 - **Radar**
 - ▶ Full color, animated radar updated every five minutes
 - **PrecipTimer**
 - ▶ Provides up-to-date calculation of rain in the area and predicted stop time.
 - **Hourly Forecasts**
 - ▶ Updated continually to keep you informed of changing weather
- **News:** Stay informed on market affecting news.
 - Exclusive DTN Ag News and US & World News



Symbol	Last Price	Change	Time
@BOZ81101	26.70	0.07	11/21/08 13:40
@CZ81101	128.4	-2.52	11/21/08 13:40
@SMZ81101	249.9	-7.3	11/21/08 13:40
@WZ81101	499.0	-1.28	11/21/08 13:40
@OZ81101	90.70	0.07	11/21/08 13:40
@Z81101	128.4	-2.52	11/21/08 13:40
CLF1000	49.90	0.48	11/21/08 12:39
COMP1000	1301.12	-15.08	11/21/08 13:58

Weather Alerts

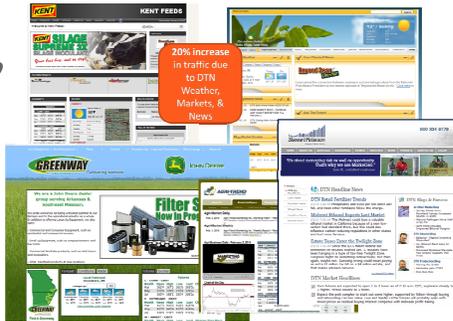
- **Instant weather alerts:** delivered to any e-mail or text message capable phone, PDA, or PC
- **Set Alerts On:**
 - **Storm types** – Tornado, Hail, Severe Weather
 - **Precipitation**
 - ▶ Amount thresholds
 - ▶ Configurable lead times
 - **Forecast and Observed Conditions**
 - ▶ Temp, Humidity, Wind
 - **County-Based NWS Alerts**
- **Monitor Multiple Locations:** Alert you where you are working or other locations of concern
- **Multiple Contact Devices:** Alerts can be sent to more than one communication device
 - Can set quiet periods so not be alerted



Compelling Website Content

- In addition to your company's information (contacts, products & services, specials, etc.) ... *keep them coming back* with helpful content including:

- Market data & analysis tools
- Premium Weather Info
- News and Commentary



The top three components voted by farmers to be on a web site if they could design their own:

- Weather
- Futures Markets
- Local Cash Markets

*2009 NAFB Internet Usage Study

Interactive Communication Tools

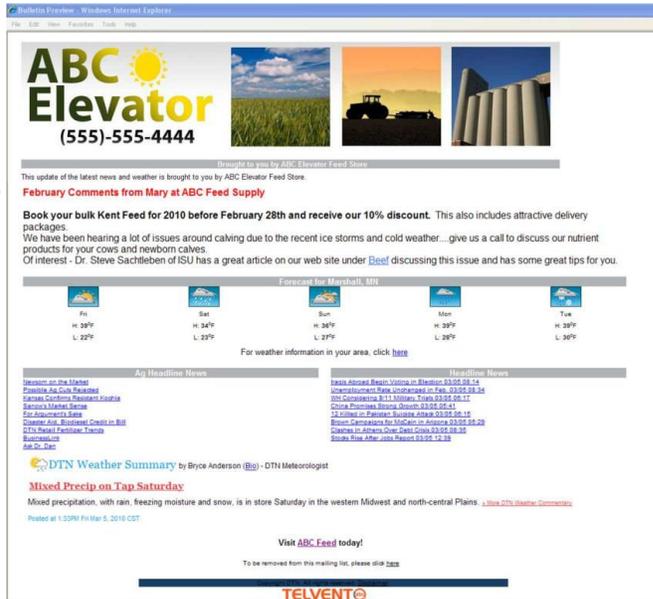
Easy to use from one tool

- Automated or customized delivery of text messages and emails of bids, futures, & alerts
- eNewsletters sent daily, weekly, or on-demand
 - Includes your personalized message along with value-added market, weather and news content
- Easily manage your customers with various communication groups
- History of all outbound messages with easy search/filters by sender, time, recipient, etc
 - Ease of mind for compliance
- Polling, Custom Surveys, Ask-the-Expert Blogs and more



eNewsletters

- Promote your business
- Deliver immediate, value-added insights
- News and Weather links drive traffic to your site
- Automatically schedule daily or weekly
- More cost-effective than mailings



Market Data Integration

Manual Update

Steps

1. Update Accounting Package

Risks

- Daily updates
- Risk of transposition errors
- Manage Business with yesterday's data



Manual Update

FBS Systems

DTN Market Data (PX) Web Service

Steps

1. Zero

Benefits

- Save time / No Manual Updates
- No risk of inaccuracies
- Manage business with current information
- Do More with Less

DTN Market Data

DTN Web Service

FBS Systems

DTN Market Data Integration

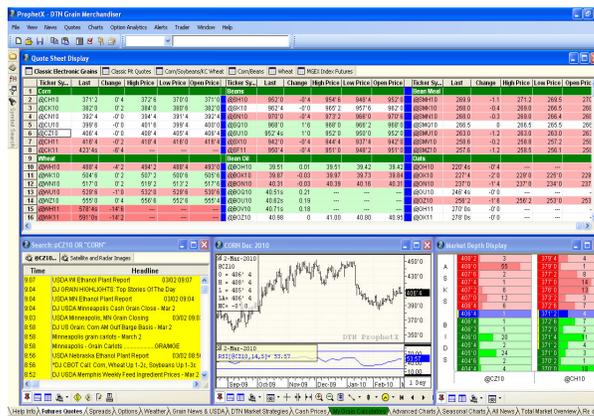
For FBS Systems

- Pricing
 - End of day data - \$25/mo/user
 - 10 minute delay - \$35/mo/user
 - Initiation Fee - \$100

DTN Prophet X

The Most Powerful Analytical Tool on the Market

- Multiple preformatted and customizable Quote displays for easy turn-key setup
- A single click links key data of News, Charts and Market Depth per commodity symbol
- Profit by more timely placed hedges with a dynamic view of the Market Depth – the last trade and the number of contracts per Bids & Asks per commodity



Covered in Tomorrow's Breakout Session

DTN Ag Professional Solution



- Futures & Options
- Real-time Grain Bids
- Fuel Rack & Spot Prices
- Site-Specific Weather
- News and Analysis
- Market Strategies
- Risk Management Tools

- Web Hosting Solutions
 - Branded Web Site
 - Content
- Communication Tools
 - Text Message & Emails for Futures, Grain Bids, Alerts
 - E-newsletters
- Advertising Solutions
 - DTN Network
- Private Trading Portals
 - Buying/Selling
 - Manage Inventory

- Market Data Integration
- Basis/Cash Bid Integration
- Portal Integration
- User Integration
- Single Sign On
 - Seamless login for Customers



Questions?

Thank You

