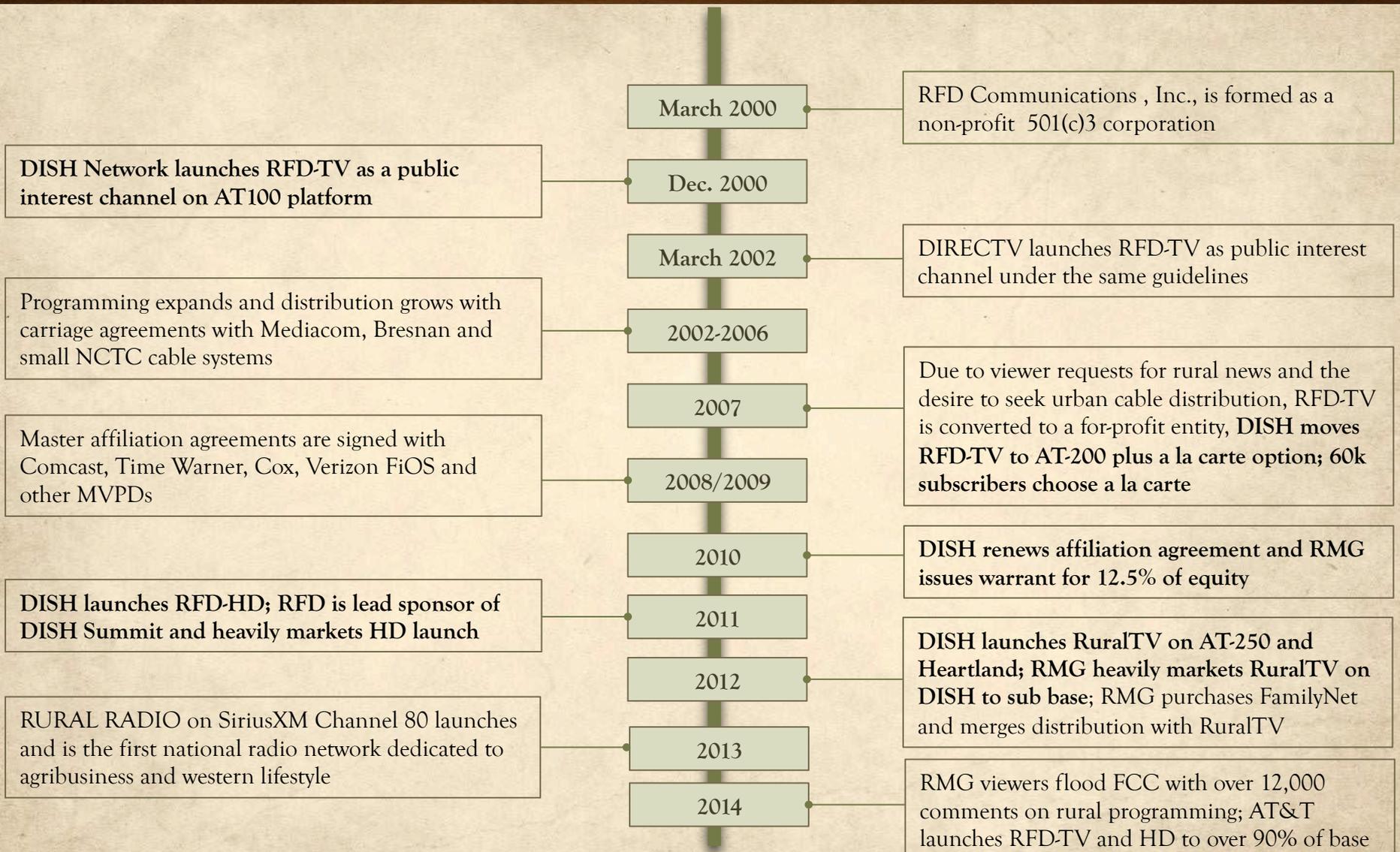


The logo features a stylized white arch above the text "RURAL MEDIA" in a large, white, serif font. Below "RURAL MEDIA" is the word "GROUP" in a smaller, white, serif font, centered between two horizontal white lines.

RURAL MEDIA
GROUP

Think Outside the City

History



Rural Media Group

True to Our Roots

For more than 14 years, RFD-TV has remained true to its mission of being the preeminent television network dedicated to the interests of rural America with programming focused on agriculture, equine and western lifestyle.



RFD-TV, now in its 14th year of serving the needs of rural America with agribusiness, equine, rural lifestyle and music & entertainment programming.

- Launched in 2000
- Distributed to 47m households
- 11 million weekly impressions
- Strong Prime and endemic viewership
- **Rural Evening News** focused on agribusiness and rural policy issues
- **Market Day Report** providing five hours of “live” news coverage



FamilyNet is America's trusted entertainment network providing responsible, relevant, and entertaining viewing choices for today's diverse family. FamilyNet Television is the best destination to watch programming for and about families.

- Critically acclaimed shows
- Laugh-out-loud sitcoms
- Expanded cattle auction coverage
- Spiritual Sundays



RURAL RADIO

The first and only national radio network serving rural America & Canada

- 27m SiriusXM subs
- Launched July 2013
- Commodity Wrap
- Market Day Report
- Horse Talk
- Western Sports Round-up
- Rural Evening News



RMG Events

Producing the finest live coverage in western sports, including 10 days of the WNFR and The American, the worlds richest one day rodeo

- Broadcast live from Ag shows
- Coverage of State Fairs
- Exclusive Western Sports events and rodeos



RFD-TV **The Magazine** is enjoying its 11th year of delivering the program guide and topical articles to entertain and keep readers informed.



RFD-TV **The Theatre** is located in the heart of Branson's entertainment district and features concerts by national headliners as well as live tapings of RFD-TV favorites.

Our mission hasn't changed:

To serve the needs and interests of rural America with family-oriented programming that reflects traditional values while connecting city with country.



Management Team

An experienced and deep management team



Patrick Gottsch
Founder and President



Steve Campione
Chief Operations Officer
Chief Financial Officer



Billy Frey
Chief Marketing Officer



Michael LaBroad
Chief Creative Officer



Brian Hughes
Chief Revenue Officer



Randy Bernard
Chief Executive Officer
RFD-TV Events



Gary Kanofsky
Chief Content Officer
EVP of News

RFD-TV Audience



47,381,000

HOUSEHOLDS

10,627,000

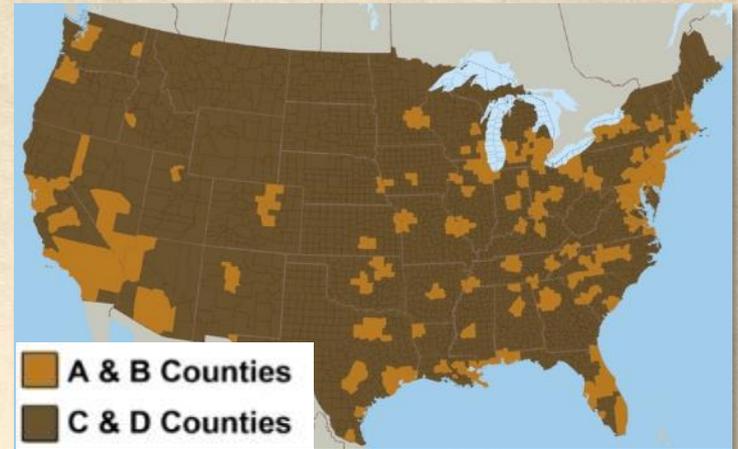
WEEKLY IMPRESSIONS P18+

#1 Farmers and Ranchers
(Audience Composition)

#1 Cable Network in time spent viewing Weekend Prime TV at 10.57 hours per household (industry average 3.75)

Top Third Cable Network in time spent watching

Source: Nielsen Media Research, February 2015, 4Q 2014; 2014 Doublebase GfK MRI; Rentrak TV Essentials, 4Q2014, Prime included all cable networks with more than 1 million average HHLD audience. Total week included all cable networks with more than 4 million average households.



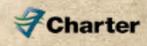
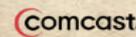
Voted Best Value - 2014

Independent Cable News' annual survey of more than 200 systems, ranked 137 cable networks on a variety of issues. RFD-TV was voted the #1 cable network being judged as the most reasonably priced compared to all other channels.

RFD-TV	83%
History	70%
HGTV	68%
A&E	58%
TNT	23%
MTV	23%
USA	22%
ESPN	4%



Source: Independent Cable News January/February 2014

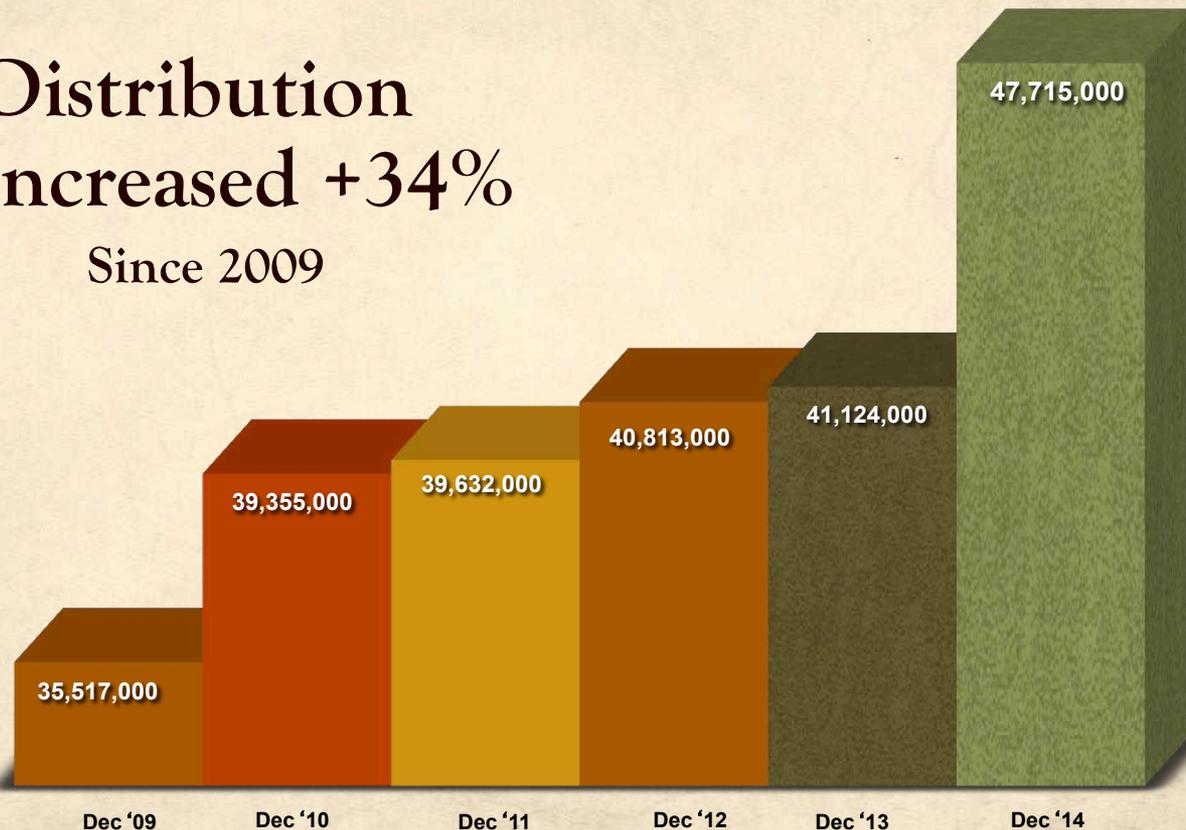


Continued Distribution Growth

“RFD-TV Adds Distribution in a Critical Time”

-December 3, 2014, SNL Kagan

Distribution
Increased +34%
Since 2009



Source: Nielsen Media Research



Demographics

	US Average	RFD-TV	Ag	Equine	Age50+
Men	48%	63%	59%	46%	46%
Women	52%	37%	41%	54%	54%
Median Age	46.4	61.7	50.1	46.4	-
Median Net Worth	\$218,012	\$273,545	\$300,153	\$273,047	\$282,681
Median HH Income	\$59,979	\$53,888	\$65,911	\$65,889	\$55,259
Home Owned	67%	86%	82%	82%	80%
County Size A & B	72%	35%	46%	55%	68%
County Size C & D	28%	65%	54%	45%	32%
HH Size 1-2	46%	66%	50%	36%	70%
HH Size 3+	54%	34%	50%	64%	30%

Source: 2014 Doublebase GfK MRI



A Unique Audience with Exclusive Content

AgriBusiness

- 2.6 million weekly impressions P18+
- #1 with Farmers and Ranchers
- 70% of cattlemen watch regularly



Equine

- 1.2 million weekly impressions P18+
- 7 million horse owners in US
- 25% of programming dedicated to equine

Music & Entertainment

- 5.4 million weekly impressions P18+
- **New classics** (Marty Stuart, Joey + Rory) and **Old Favorites** (HEE HAW)

Rural Lifestyle

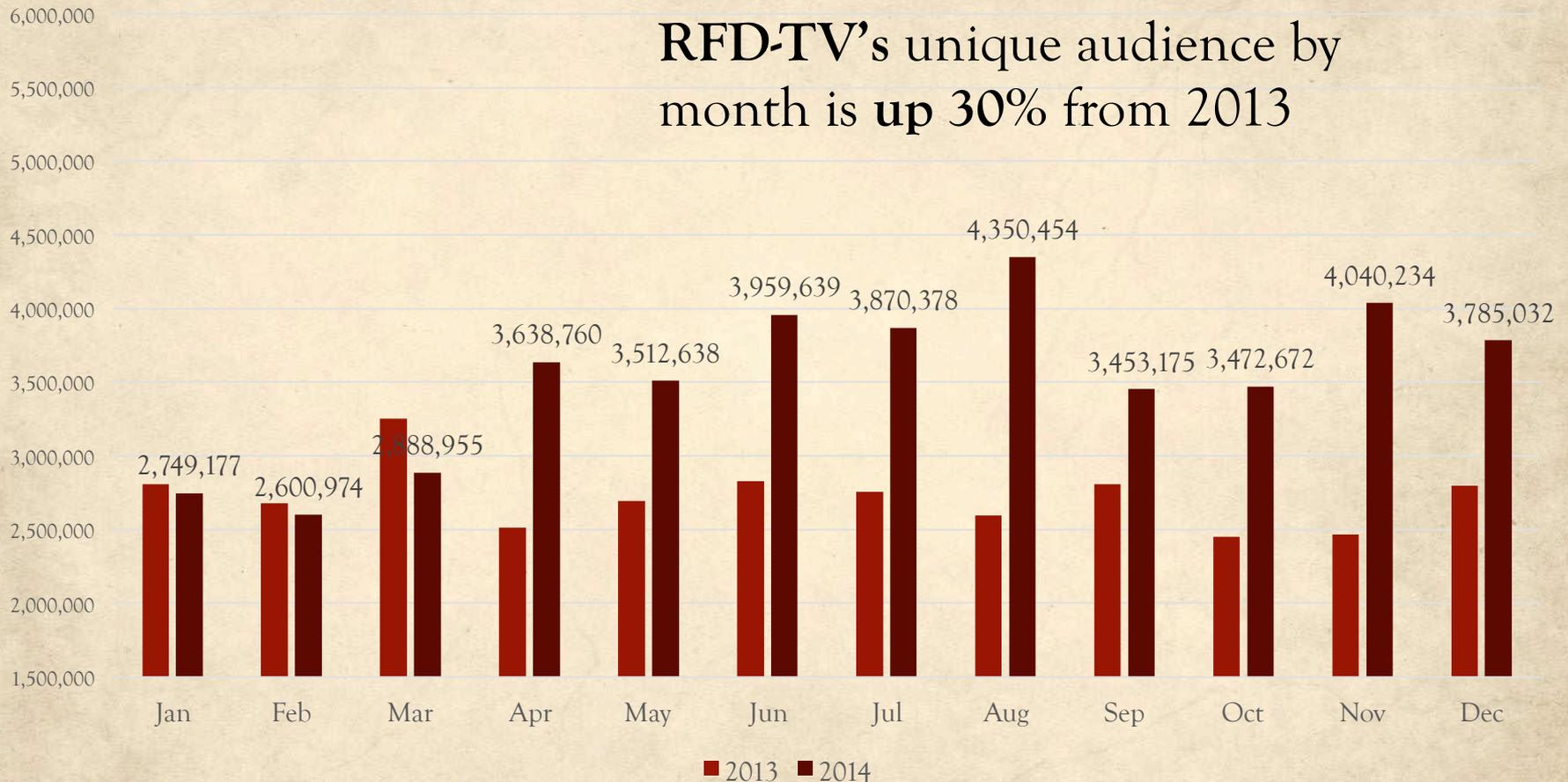
- 1.4 million weekly impressions P18+
- 30 hours of FFA convention coverage

Source: Nielsen Media Research, NHI, Q4 2014

RFD-TV's Growing Audience

Total Unique Household Audience

RFD-TV's unique audience by month is up 30% from 2013



Source: Rentrak TV Essentials, Network Monthly Trend from January 2013 to December 2014, Live+3, All Day



RFD-TV Viewers Watch the Network

Network	Time Spent Watching/ HHL D
Fox News Channel	67.65
CNN	24.53
A&E	20.14
RFD-TV	20.12
American Movie Classics	17.24
The Weather Channel	16.62
Up TV	16.19
Outdoor Channel	14.08
CNBC	13.95
CMT	12.52
Horse Racing Television (HRTV)	7.66
Great American Country	7.15

Source: Rentrak TV Essentials, 4Q2014

Rural and Agribusiness News



MARKET DAY REPORT

9am to 2pm ET - The only live, five hour weekday broadcast covering rural news, agriculture weather and market reports on all commodities, both cash and futures, in half hour wheels



RURAL EVENING NEWS

7:30pm ET - The only primetime national evening news broadcast recapping the day's rural news, weather and markets, along with a western sports report and a Farm Family of the Day feature.

Dedicated News Bureaus

Washington DC
1400 Independence Ave SW
Suite 417A
Washington, 20250



Chicago
20 S Wacker Drive
Chicago, IL 60606



News sources also include agriculture associations, rural organizations, state farm bureaus and heartland company's news releases.

Investment in News and Studio Assets



Investment in News and Studio Assets



Investment in News and Studio Assets



RFD-TV – INTERVIEW



RFD-TV – PERFORMANCE

Live Event Coverage

March 1, 2015
AT&T STADIUM

World's Richest Rodeo with a
\$2 million dollar payout

The world's largest and richest one-day rodeo held at AT&T Stadium in Dallas, brings underdogs, stars and legends to the same arena for a record breaking payout of over \$2 Million providing a unique opportunity for advertisers to showcase their brand.



FFA Annual Convention

Ag Shows and State Fairs



FamilyNet Audience and Distribution



23,000,000

HOUSEHOLDS

1,250,000

WEEKLY HH IMPRESSIONS

	US Average	FamilyNet
Men	48%	32%
Women	52%	68%
Median Age	46.4	54.6
Median Net Worth	\$218,012	\$156,360
Median HH Income	\$59,979	\$43,203
Home Owned	67%	68%
County Size A & B	72%	67%
County Size C & D	28%	33%
HH Size 1-2	46%	42%
HH Size 3+	54%	58%

Source: 2014 Doublebase GfK MRI

National Distribution from Dish Network
 With additional distribution from the leading MSOs, including AT&T, Verizon FiOS, Comcast, Charter, Time Warner, Cox and many others.

Classic Family Programming - Partnership with Sony Pictures Television

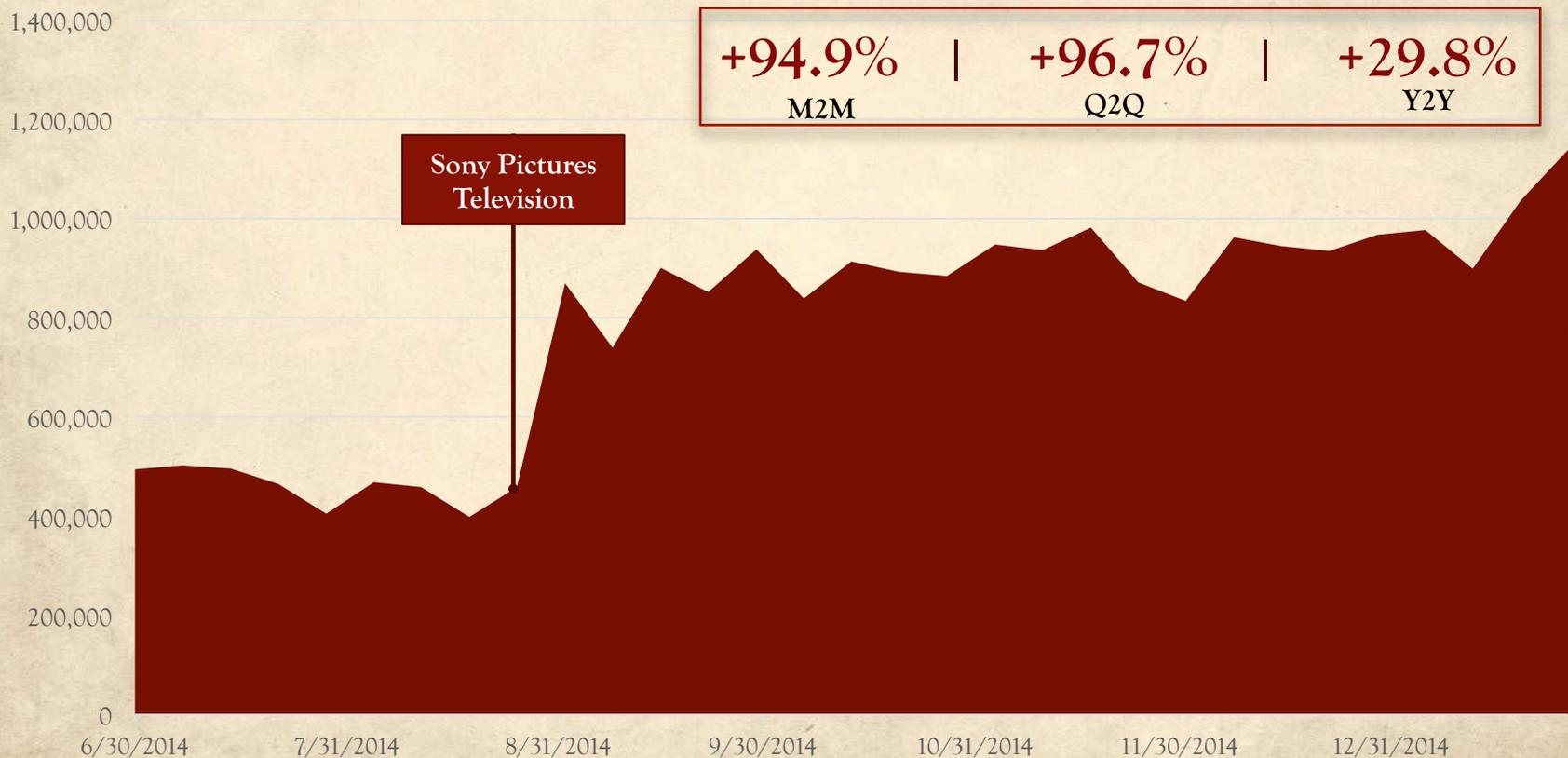
Programming from the library Sony Pictures Television includes some of the most recognized and critically acclaimed show titles, including:



FamilyNet Ratings

Ratings Growth

Since partnering with Sony in Sept 2014, FamilyNet viewership has increased on the network at an amazing pace, with the network being up more than 100% year over year.



RURAL RADIO Audience and Distribution



28,000,000
SUBSCRIBERS

50,000,000
LISTENERS

	US Average	SiriusXM
Men	48%	48%
Women	52%	52%
Median Age	46.4	48.2
Median Net Worth	\$218,012	\$373,495
Median HH Income	\$59,979	\$99,573
Home Owned	67%	85%
County Size A & B	72%	71%
County Size C & D	28%	29%
HH Size 1-2	46%	45%
HH Size 3+	54%	55%

Source: 2014 Doublebase GfK MRI

North American Reach on One Network

RURAL RADIO on SiriusXM Channel 80 broadcasts original programming for rural audiences that spans commodity market reporting, lifestyle programming, original and classic entertainment, and western sports, such as rodeo and bull riding.

Unique Shows and Content

RURAL RADIO on SiriusXM Channel 80 broadcasts original programming for rural audiences that spans commodity market reporting, lifestyle programming, original and classic entertainment, and western sports, such as rodeo and bull riding.



RURAL RADIO Programming

ONLY ON



WSR
WESTERN SPORTS ROUNDUP

RADIO HOST:
Steve Kenyon

TV HOST:
Amy Wilson



RADIO HOST:
Flint Rasmussen



Agribusiness

Western Sports

AG DAY



Research Tools

Research Tools/Surveys

- Ratings
 1. Nielsen Media Research
 2. Rentrak TV Essentials
- Consumer Information
 1. GfK MRI
- Affiliate Information
 1. SNL Kagan Media Census
- Custom Research
 1. Ag Media Research RFD-TV Custom Study
 2. Turnkey Intelligence

Nielsen Media Research

- RFD-TV currently in 48 million homes
- Measured by People Meters
 - In more than 20,000 homes or approximately 45,000 people
 - Representative sample of US
- Lists viewers in thousands and all demos tracked



How to Read Your Ratings Report

- Monthly reports
- All of your shows, by week, day and time
- Lists all demos Nielsen tracks
- Lists show totals, total impressions and show averages

How to Read Your Ratings Report

- Month
- Period range
- Name of show
- Date it ran
- Start time
- Day of the week
- HHL D
- P18+
- Live+SD AA(000)
 - Show total
 - Total
 - Average
 - Impressions vs. # of people
- Grand Totals

May 2012						
4/30/2012 to 5/27/2012						
TELECASTS	DATE	START TIME	DAY	HHL D	P18+	P18-49
				Live+SD AA(000)	Live+SD AA(000)	Live+SD AA(000)
Show Title	4/30/2012	8:00:00 AM	M.....	38.0	49.0	10.0
Show Title	5/7/2012	8:00:00 AM	M.....	38.0	43.0	0.0
Show Title	5/14/2012	8:00:00 AM	M.....	68.0	57.0	38.0
Show Title	5/21/2012	8:00:00 AM	M.....	25.0	27.0	9.0
			Total	169.0	176.0	57.0
			Average	42.3	44.0	14.3
Show Title	5/6/2012	10:00:00 PMSu	117.0	218.0	53.0
Show Title	5/13/2012	10:00:00 PMSu	145.0	198.0	16.0
Show Title	5/20/2012	10:00:00 PMSu	146.0	246.0	35.0
Show Title	5/27/2012	10:00:00 PMSu	102.0	121.0	7.0
			Total	510.0	783.0	111.0
			Average	127.5	195.8	27.8
Show Title Total				679.0	959.0	168.0
Show Title Average				84.9	119.9	21.0

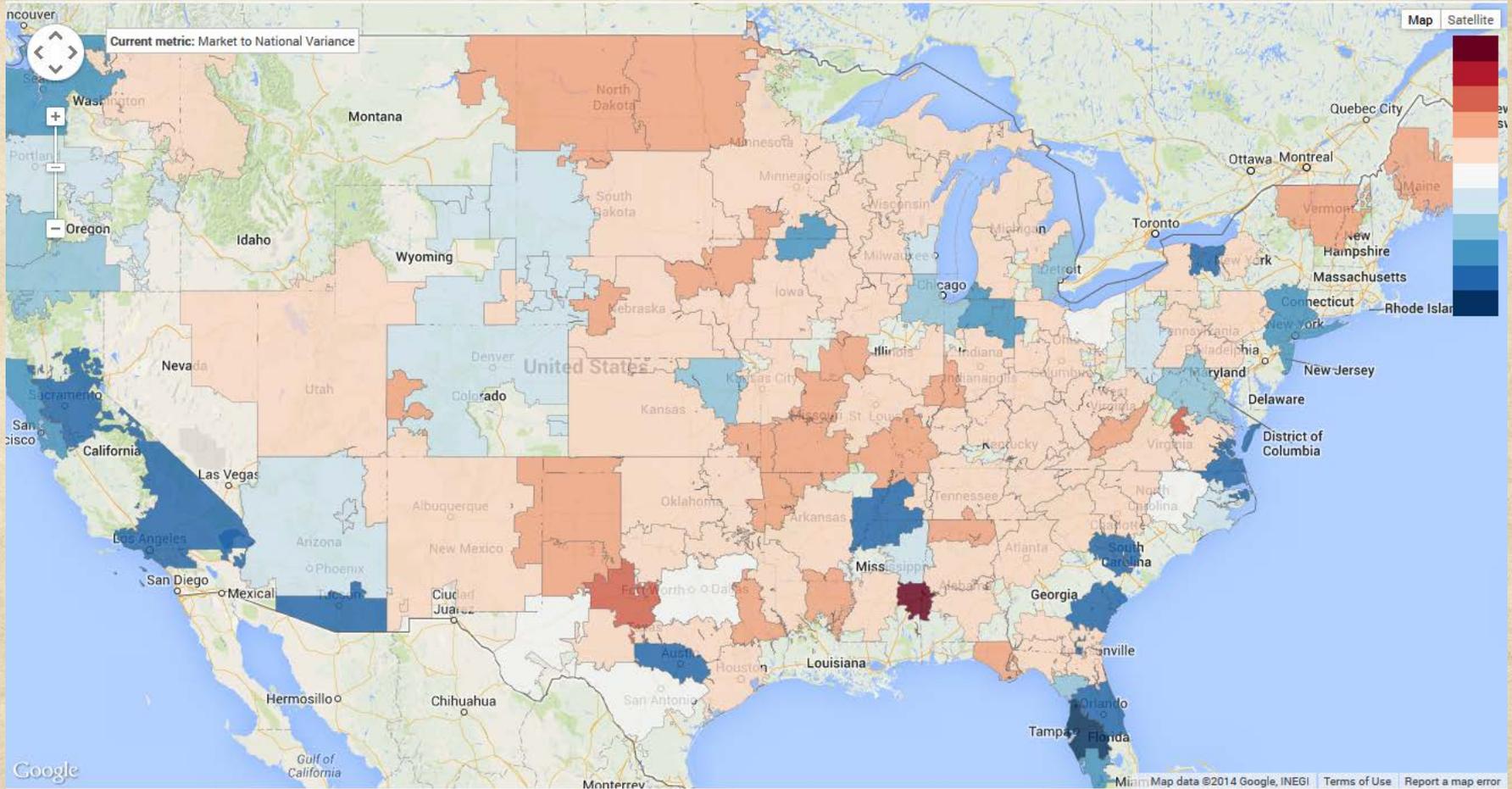
How to Read Your Ratings Report

- Ratings for the previous week are delivered to research department at 3pm central on Tuesday
- Information available Wednesday morning
- Ability to run Adhoc reports

Rentrak TV Essentials

- Additional resource to measure and track audience numbers
- Similar to Nielsen but Rentrak only reports household numbers
 - Measures 15 million households
 - Reports on 230+ networks
 - Reports down to the DMA level
 - Viewership by the minute

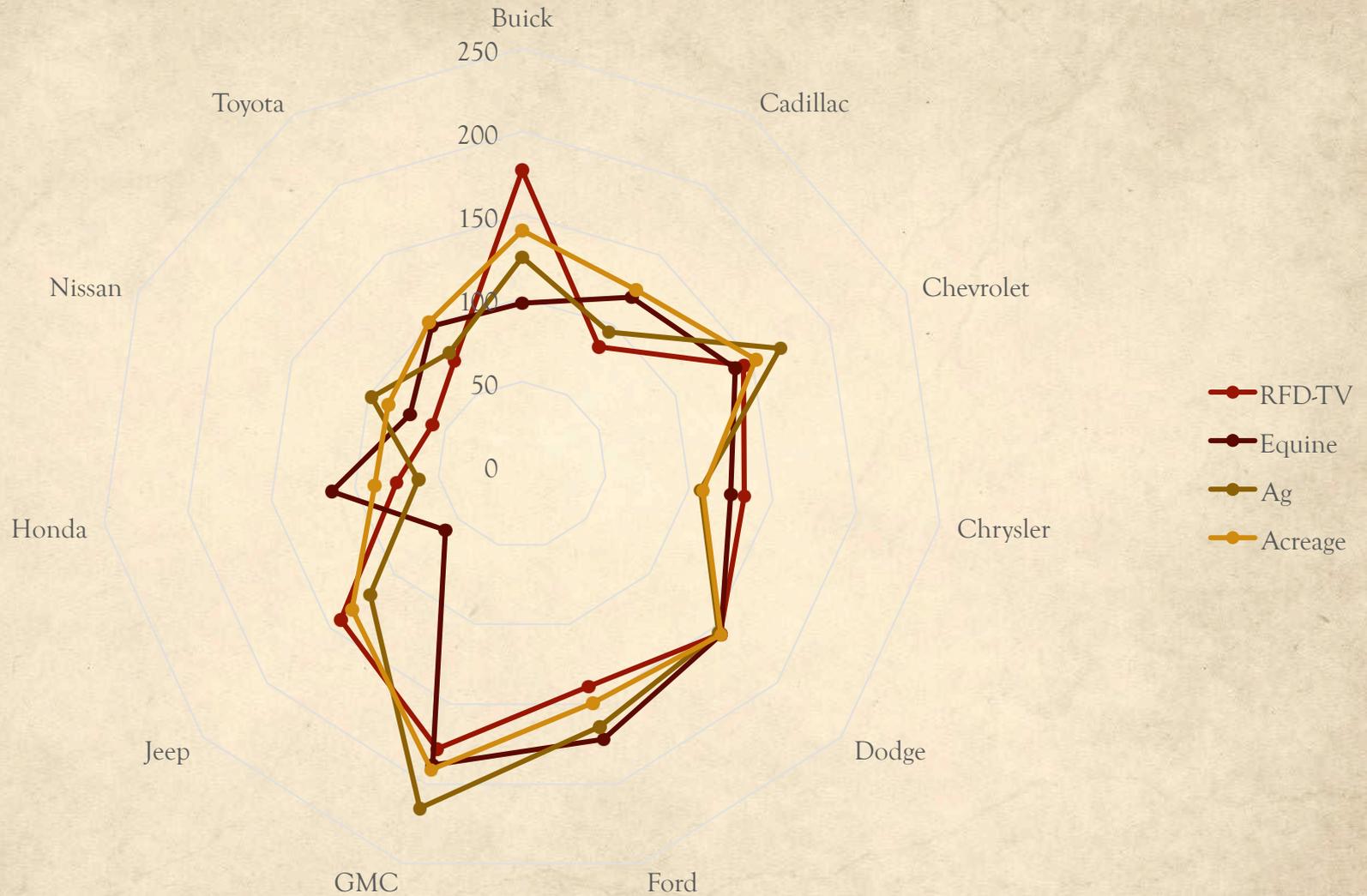
Rentrak TV Essentials



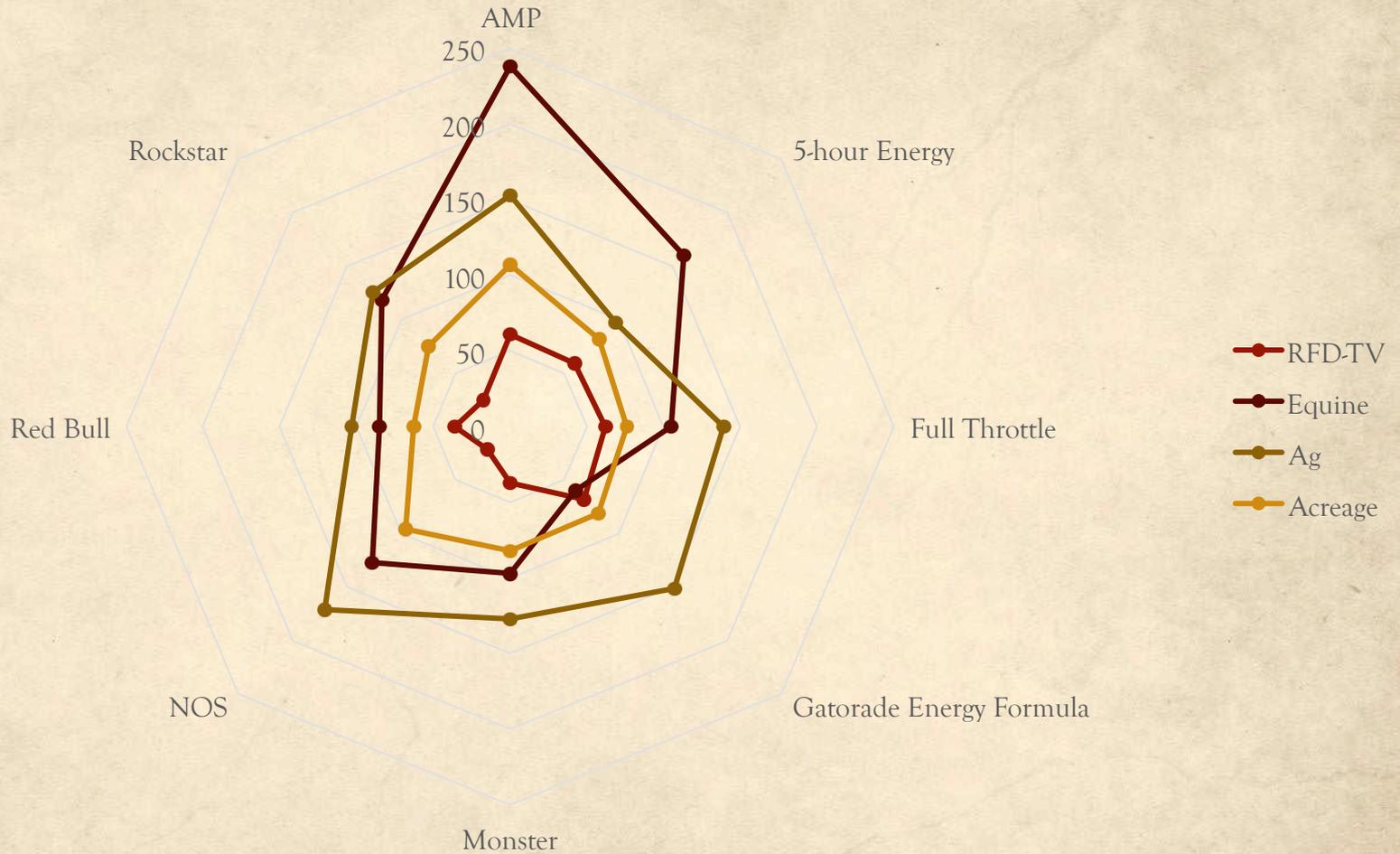
GfK MRI Crosstab

		All	RFD-TV (Rural Free Delivery TV)	FamilyNet
	Unwgt'd	24691	394	247
	Weighted (000)	233831	4382	2883
	Horz %	100.00	1.87	1.23
	Vert %	100.00	100.00	100.00
	Index	100	100	100
Department, Clothing/Shoes & Specialty Stores - Times Shopped: Dollar General In last 3 months: Any	Unwgt'd	5233	125	70
	Weighted (000)	57349	1399	914
	Horz %	100.00	2.44	1.59
	Vert %	24.53	31.92	31.71
	Index	100	130	129
Automobiles And Other Vehicles - Manufacturer: Net Any Vehicle (currently owned/leased): Ford	Unwgt'd	5115	115	57
	Weighted (000)	52593	1211	645
	Horz %	100.00	2.30	1.23
	Vert %	22.49	27.63	22.36
	Index	100	123	99
* Projections relatively unstable, use with caution				
Source: 2013 Spring GfK MRI weighted to Population (000) - Base: All No Audit Report Was Generated				

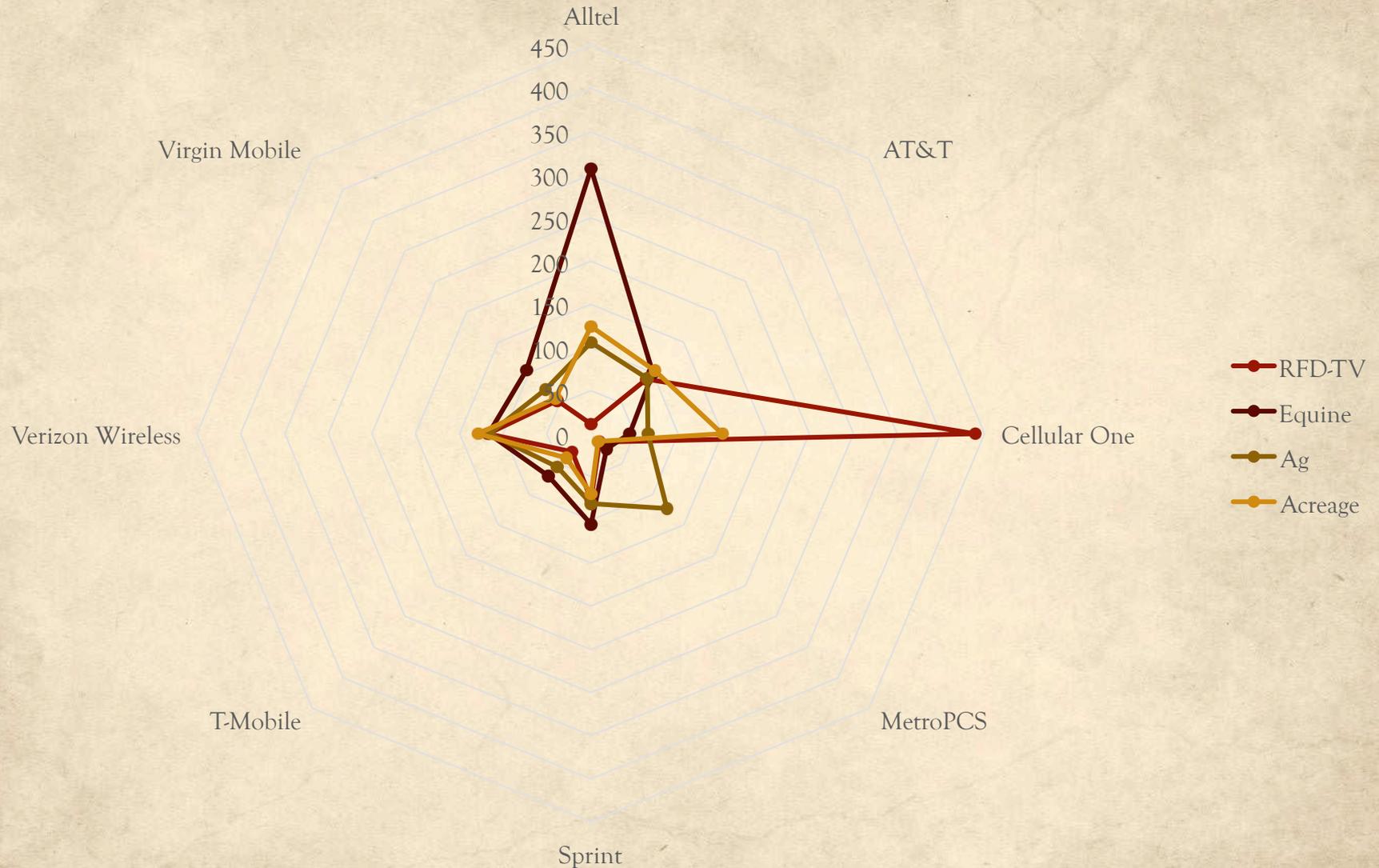
GfK MRI Data – Car Brands



GfK MRI Data – Energy Drinks



GfK MRI Data – Energy Drinks



AMR Custom Study

- RFD-TV commissioned study by trusted research firm Ag Media Research
- Findings for not only RFD-TV audience, but also SiriusXM radio
- Conducted study in 2013
 - Farm Belt Farmers
 - February 8-15
- Broader study in 2014
 - True national study representing all 48 states
 - February 10-14

AMR Custom Study

Methodology Summary:

- 754 Telephone interviews
- 12 Corn Belt states: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI
- Producers verified as harvesting 500+ acres cropland
- Interviews conducted February 8-15, 2013
- Completed interviews proportionate by state based on U.S. Census of Agriculture
- Sampling of producers to call provided by Farm Market iD at 12 names per interview (12:1 ratio),
- 9,000 sample names to complete 750 interviews
- Calls made randomly from each state's sample
- Margin of error: + or - 3.65%

Target Audience:

- According to the most recent Ag Census data available, 67.65% of farms in the U.S. with 500+ acres of cropland are in the 12 Corn Belt States. Of the 163,032 farms in the U.S. with 500+ acres of cropland, 110,283 are in the 12 Corn Belt states.
- Also, farms with 500+ acres of harvested cropland account for 80.74% all harvested cropland in the 12 Corn Belt states.

About AMR:

- Ag Media Research (AMR) is an independent research firm that surveys the media habits of decision makers in the agricultural business sector, primarily farmers, in the United States. Their offices are located in Sioux Falls, South Dakota.

Phone interviews

February 8-15, 2013

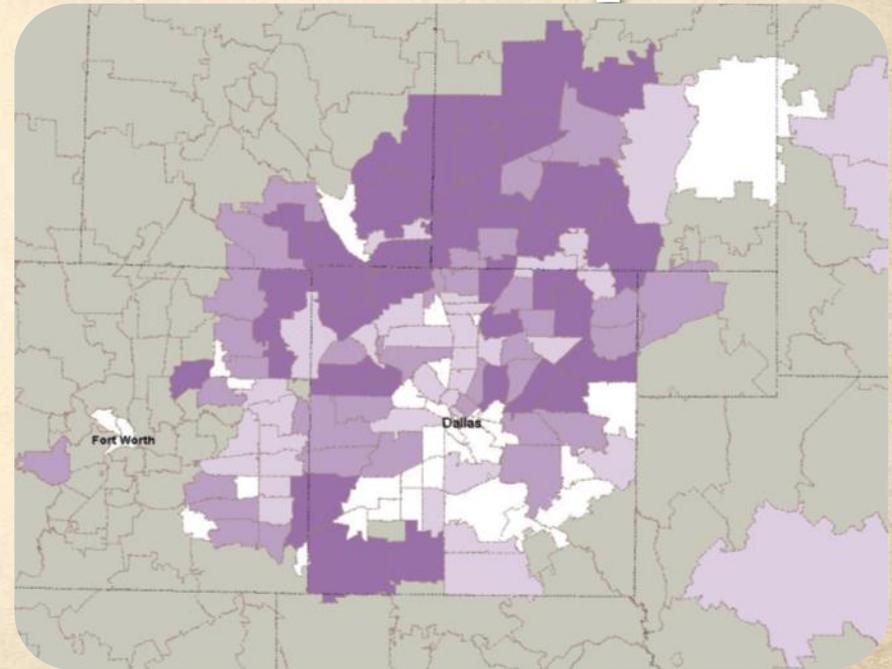
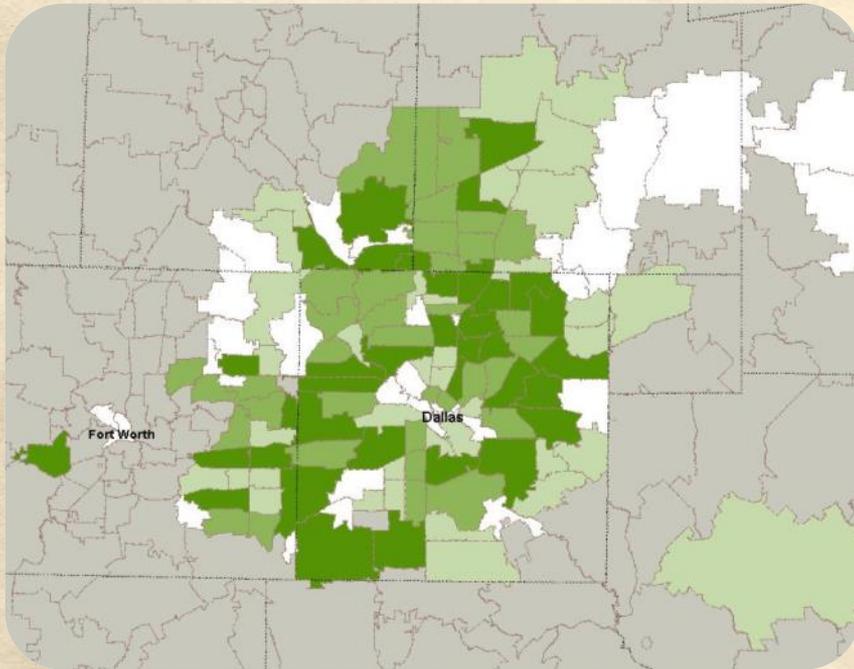
Total Names	9,000
Total Completed Interviews	754
Total States Contacted	12
Producer acre minimum	500

AMR Custom Study

- Key Findings
 - 60% of farmers have watched RFD-TV
 1. 52% within the last month
 2. 44% within the last week
 - 68% of beef producers watched RFD-TV
 - Farmers could remember 4 programs by name (unaided) and another 3 when given the name

SNL Kagan Media Census

- Use in Affiliate Sales to determine market
- Time Warner Footprint
- RFD-TV Footprint



Dallas/Ft. Worth

RFD-TV Carrier	HHLDs
DIRECTV	301,323
DISH	215,980
Verizon FiOS	198,965

722,009 households already receive RFD-TV in the zip codes Time Warner is in.

2013 SNL Kagan Media Census





RURAL MEDIA
GROUP

Real. Rural. Results

Barry Kriha, VP Research and Analytics

barryk@rfdtv.com

(402) 614-9997

