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After 80 Years in Print, Iron Solutions, Inc. Converts Agricultural Official Guide to 100% Digital

May 1, 2017 Franklin, TN - Iron Solutions, Inc. announced today that effective January 1, 2018, Iron Solutions will no longer publish the print edition of the Agricultural Equipment Official Guide. The agricultural equipment version of Official Guide has been in print for 80 years.

Iron Solutions will continue to provide the most accurate and comprehensive valuations of used agricultural equipment in the market through their web platform, ironguides.com.

Craig Heimstra, Area Business Director for Iron Solutions, said "This decision has been made in order for Iron Solutions to continue to provide the best valuation data possible. A quarterly print publication cannot reflect all equipment configurations available today. It also cannot accommodate the non-linear impact of usage on value."

"Digital delivery of valuation data best meets the market's need for the most up-to-date information. Continuing to deliver a quarterly print publication, which cannot reflect all option values and usage adjustments, results in multiple valuations in the marketplace for the same piece of equipment," added Dallas Blome, Editor of the Official Guide.

Print subscriptions will be fulfilled through December 31, 2017. All current print subscribers will have free access to the digital version of the Official Guide for the remainder of 2017 so that they can become familiar with the digital product. At the end of the trial period, print subscribers will be automatically converted to the digital platform.

Subscribers should contact Iron Solutions at 1.877-266-4766 or via email at sales@ironsolutions.com for more information.

The Outdoor Power Equipment Guide and the Iron Search Buyers Guide will continue to be available in a print format.

About Iron Solutions, Inc.

Iron Solutions, a Trimble Company, provides equipment valuations, market intelligence and a suite of integrated, cloud-based enterprise services for agricultural retailers, growers, financial institutions and agronomic advisors. For over 80 years, Iron Solutions has been the leader in delivering the most comprehensive database of agricultural and construction equipment sales information via IronGuides®. Other services include IronHQ® and IronSearch®, a marketplace for buyers and sellers of agricultural and construction equipment. The company is headquartered in Franklin, Tennessee and has offices in Canada.

For more information, visit Iron Solutions at: www.ironsolutions.com.

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