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## **Land O'Lakes Announces Strategic Agreement with 830 WCCO**

ARDEN HILLS, Minn., July 16, 2013 -- Land O'Lakes, Inc. today announced a multi-year strategic agreement with 830 WCCO-AM, extending a longtime relationship between these two iconic Minnesota brands.

As part of the two-year agreement, the national, farmer-owned food and agricultural cooperative will serve as 830 WCCO-AM's exclusive sponsor of its broadcast facility, to now be known as the Land O'Lakes Studio. As part of this agreement, Land O'Lakes will receive customized on-air and online recognition. Additionally, Land O'Lakes and 830 WCCO-AM will work together to broaden their joint participation at local events and initiatives that make a difference in the lives of area residents.

"Land O'Lakes is a Minnesota company, founded by farmers, with deep roots in the community. We were born out of the ideas of innovation and the power of cooperation and have prided ourselves on not only our top-quality products but our commitment to our communities, our members our consumers and employees," said Chris Policinski, president and CEO of Land O'Lakes. "This partnership formalizes a long-standing relationship between two companies that partner on issues important to our communities."

"We have created an unique opportunity to work with one of the nation's iconic brands that also happens to call Minnesota home," said Mick Anselmo, CBS RADIO Minneapolis Senior Vice President and Market Manager. "Our listeners have heard Land O'Lakes on our air for many years, delivering important insight into food trends and agribusiness. And our philanthropic partnerships have provided aid and resources for the community. Today's announcement is yet another development in a successful relationship that has spanned many years."

Land O'Lakes and 830 WCCO-AM have previously worked together on multiple philanthropic events such as the Let's Kick Hunger Radiothon, Dave Lee's Gutter Bowl and the St. Thomas Kickoff to Kick Hunger, and a partnership with United Way.

Terms of the agreement weren't disclosed.



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*Land O'Lakes, Inc. ([www.landolakesinc.com](http://www.landolakesinc.com)) is a national, farmer-owned food and agricultural cooperative with annual sales of more than \$14 billion. The nation's second-largest cooperative and number 194 on the Fortune 500, Land O'Lakes does business in all 50 states and more than 60 countries. It is a leading marketer of a full line of dairy-based consumer, foodservice and food ingredient products across the United States; serves its international customers with a variety of food and animal feed ingredients; and provides farmers and ranchers with an extensive line of agricultural supplies (feed, seed, and crop protection products and services) under the operations of WinField and Purina Animal Nutrition. Land O'Lakes also provides agricultural assistance and technical training in more than 25 developing nations.*

*830 WCCO-AM ([wcco.com](http://wcco.com)) is owned and operated by CBS RADIO, one of the largest major-market radio operators in the United States. A division of CBS Corporation (NYSE: CBS.A and CBS), CBS RADIO operates 126 radio stations, the majority of which are in the nation's top 50 markets. CBS RADIO also owns and operates KMNB-FM and KZJK-FM in Minneapolis.*