

**INFORMA ECONOMICS' FALL OUTLOOK CONFERENCE
TO HIGHLIGHT KEY FOCAL POINTS OF CHALLENGE
AS WORLD EMERGES FROM ECONOMIC RECESSION**

There are widening signals that the US financial meltdown that had spread across the globe may be nearing an end. As the economies around the world move toward recovery, there are some significant focal points of challenge that will be keys to whether the recovery will be solid or whether certain dynamics that led to the recessionary environment will linger and, therefore, have further implications for businesses and commodities. How these interconnect will spotlight Informa Economics' 24th Annual Fall Outlook Conference to be held November 19-20 at the Hilton Hotel in Memphis, Tennessee.

Informa Economics Chairman of the Board and Chief Executive Officer Bruce Scherr will lead off the outlook conference, discussing the post-recessionary macroeconomic environment, the implications for agriculture and food, and commodities as an asset class. He will be followed by Oil Price Information Service (OPIS) Chief Oil Analyst Tom Kloza, who will discuss the oil markets and outlook as energy has become the social leader of the commodity markets.

The recent, erratic fertilizer market and its impact on agricultural producers will be presented by William Whitacre, CEO and president of J. R. Simplot Company, one of the largest, privately held food and agribusiness companies in the world. And China's role as an expander of economic activity will be presented by Center for Strategic International Studies' Charles Freeman.

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On day two of the conference, Informa Economics' top analysts will provide commodity breakout sessions, including detailed 2009/10 supply/demand situations and an early look at the 2010/11 situations and supply/demand outlooks. Commodities to be covered include: an overview of crops with acreage and production outlooks; feed grains; wheat and rice; soybeans and soy products; cotton; sugar and cocoa; cattle and beef; hogs and pork; poultry/eggs; transportation; and energy.

In addition, a timely bonus session on climate change will kick off the conference with evaluations of the cap-and-trade legislation and the implications and outlooks for specific sectors of agriculture and agribusinesses. Moderated by Informa Economics President and Chief Operating Officer Tom Scott, a panel will discuss the flurry of legislative initiatives that include the House-passed cap-and-trade legislation and the current Senate climate-change bill. In addition to Informa Economics Senior Vice President Jim Wiesemeyer, the panelists include officials from USDA, the National Pork Producers Council, the National Corn Growers Association, and the American Farm Bureau Federation.

The registration fee for the Informa Economics 24th Annual Fall Outlook Conference is \$650 for Informa clients; \$800 for others. Additional registrants from the same organization are \$500 for Informa clients; \$600 for others. For registration information, contact Karen Hayes at 1-800-290-6272 (outside the US, dial 901-766-4479) or fax inquiries to 901-766-4471. A brochure and online registration are available www.informaecon.com.

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Informa Economics, Inc., a division of Informa plc, is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, information, analysis and consulting. With a core team of research analysts and consulting specialists, Informa Economics serves many of the world's leading agribusinesses. Headquartered in Memphis, Tennessee, the company has offices in Washington, D.C.; Grand Rapids, Michigan; St. Paul, Minnesota; and Winnipeg, Canada. It is the company's economic expertise and client base that combine to provide unique insights and strategic and long-term planning for agribusinesses around the world. For more information, visit the Informa Economics Web site at www.informaecon.com.