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MARKET WAGON ACQUIRES FARMERSMARKET.COM ONLINE FARMERS MARKET

Indianapolis-Based eCommerce Platform to be Rebranded, Expanded State-Wide

Indianapolis, Indiana – May 17, 2017 – Market Wagon LLC announced today that it has acquired the online farmers market known by Indianapolis consumers as FarmersMarket.com, including the proprietary technology that had been developed to power the unique ecommerce platform, and re-branded the store as MarketWagon.com. Market Wagon, which recently opened a separate online market serving the Evansville area, says it plans to expand the online farmers market concept to other Indiana cities under the Market Wagon brand name.

The FarmersMarket.com operation was launched in Indianapolis in January 2016 by local food company Husk LLC following Husk's divestment of its local food processing business in Greenfield. Former Husk CEO Nick Carter co-founded Market Wagon with Dan Brunner, an Indianapolis native and entrepreneur with extensive experience in food logistics. The two formed the new company in order to acquire and improve the online farmers market concept and to expand it to new geographies.

"The technology and methods that Nick and his team developed for this online business are very innovative," said Dan Brunner. "We are excited to grow the business together within and beyond Central Indiana." Brunner is the former Vice President of Grocery Solutions for Kiva Systems, which was acquired by Amazon in 2012 for \$775 Million.

"I learned quickly while trying to grow FarmersMarket.com that an online farmers market faces as many logistics challenges as it does technological ones," commented Carter. "That's what excites me about the partnership with Dan." Carter had started successful software companies in Indianapolis prior to co-founding Husk with Chris Baggott and Adam Moody in 2012. "Market Wagon blends my technology career with my passion for local, farm-raised food," Nick added.

Under the terms of the acquisition, the domain name and brand "FarmersMarket.com" are retained by former Husk LLC shareholders, while the online business—including the software source code and proprietary methodologies it implements—have been acquired by Market Wagon.

For more information or to get in contact with the company, visit www.marketwagon.com.

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