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NEWS RELEASE

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For more information contact:
Greg Keeley
Asoyia
319.339.4645
gkeeley@asoyia.com

Asoyia Names Bob George to CFO Position

Asoyia's rapid five-year growth necessitates addition of new position.

(Iowa City, IA – January 20, 2009)

Asoyia, an Iowa City-based specialty soybean seed and oil company, announced the appointment of Bob George as the company's chief financial officer. George joins Asoyia Jan. 19 following four years as director of finance with West Liberty Foods in West Liberty, Iowa.

"The growth of our company over the last five years has been exceptionally strong as our oil fills an essential need in the health-food market," said Greg Keeley, Asoyia CEO. "With Bob's addition, we'll be better able to focus on capital and cash flow needs that are critical to the short- and long-term success of our aggressive growth plans."

Asoyia is currently the only commercial producer of ULTRA Low Linolenic Soybean Oils processed from the company's 1% ULTRA low linolenic soybeans. The innovative specialty soybeans keep oil fresh and shelf-stable for much longer than conventional oil, thus eliminating the need for hydrogenation which creates trans fat. Asoyia was formed in 2004 by 25 Iowa farmers and today has 10 full-time employees.

George said he looks forward to being part of a growing company and is impressed with the growth vision provided by Asoyia leadership. "It's a great opportunity to build the infrastructure necessary to help this business thrive. Even more exciting is that Asoyia provides a healthy product that fills an unfulfilled need in the market," George said.

For more information about Asoyia and Asoyia products, call (877)276-9421 or visit www.asoyia.com.

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Asoyia is a registered trademark. (Note to editor: Color photos in electronic format are available. For further information contact Bellana Putz, Lessing-Flynn, @ 515-274-9271)