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For more information contact:
Brett Maxwell, Vice President of Operations
Asoyia, Inc.
2730 Naples Avenue SW
Suite 104
Iowa City, IA 52240

Asoyia Names Shawn Clapp New Business Development Manager.

(Iowa City, IA – July 14, 2008)

Asoyia, the Midwest leader in ultra low lin food grade soybean production, has named Shawn Clapp as the company's Illinois business manager. Clapp will be responsible for building new alliances with grain elevators, growing the distribution network, contracting more soybean production, building relationships with seed partners and growers as well as managing regional trade shows and events throughout Illinois.

A fourteen year veteran in the ag industry, Clapp brings with him a wealth of experience and knowledge, serving as district sales manager for two popular regional seed brands, field marketing manager for Rooster.com, an ag-based web technology portal and territory manager for Purina Mills, a leading livestock feed company. Clapp is a graduate of Illinois State University with a degree in Agribusiness.

"Shawn is a great fit for Asoyia. His broad base of experience, not only in the seed industry, but in the broader ag industry as well, will be beneficial to Asoyia partners," said Brett Maxwell, Vice President of Operations at Asoyia. "We continue to assemble one of the best teams in the industry – and Shawn is a great addition to that team."

2008 has kicked off as an award-winning year for the Iowa-based company. Asoyia was the only company of its kind to receive a top products award in agriculture, the "FinOvation" award from one of America's leading farm publications, Farm Industry News. Additionally, Asoyia was named eastern Iowa's "Fastest Growing Company" by the Entrepreneurial Development Center and the Corridor Business Journal. Asoyia ranked first among 15 eastern Iowa companies honored.

Formed in 2004 by 25 Iowa farmers, Asoyia grows and processes 1% ULTRA low linolenic soybeans. The company has built a reputation within the food industry for producing soybeans with zero trans fats and the highest level of stability. The research, testing and expansion of Asoyia's soybean program dates back to the 1960s at Iowa State University, where Dr. Walt Fehr and his team developed the specialty soybean. Headquartered in Iowa City, Iowa, Asoyia serves a rapidly growing network of growers, food processors, brokers and seed partners. For more information, visit the company's website at www.asoyia.com.

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