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NEWS RELEASE

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For more information contact:

Beth Fulmer-Boyer, Vice President Oil Business
Asoyia
319.339.4645
bfulmer-boyer@asoyia.com

Emily Rogers Named Asoyia Customer Service and Logistics Manager

(Iowa City, IA – November 19, 2008)

Asoyia, the Midwest leader of ULTRA low-lin food grade soybean production, has named Emily Rogers as the company's Customer Service & Logistics Manager.

Rogers efforts will be primarily focused on managing orders, discounts and bill backs, forecasting the oil side of the business as well as working directly with customers and customer accounts and product processes and packaging logistics.

Rogers has experienced success as an office manager, credit and claims associate, product specialist, and customer service representative within various food and grain organizations during her career. She received a Bachelors of Science degree in Agriculture from Western Kentucky University.

“Emily has a rich history in agriculture and the food and grain industry. Her experience and dedication to bringing healthier food products to consumers makes her a great fit for the growing Asoyia team,” shared Vice President of Sales, Beth Fulmer-Boyer. “We are excited to have her on board as we continually work to meet customer needs and spread the Asoyia story.”



2008 has been 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 journals *Farm Industry News*.

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The soybean seed and oil company has seen 851% growth over three years. The company recently secured \$4 million in venture capital funding from St. Louis-based Prolog Ventures and LSP (Life Science Partners) of Boston. Additionally, Asoyia just received the “Fastest Growing Company in Eastern Iowa” by the Corridor Business Journal.

Formed in 2004 by 25 midwest farmers, Asoyia grows 1% ULTRA low linolenic soybeans. Asoyia processes and markets the oil with the highest level of stability and zero trans fats per serving for the food industry. The research, testing and expansion of Asoyia’s soybean genetics dates back to the 1960s at Iowa State University, where Dr. Walt Fehr and his team developed the specialty soybean.

Headquarters in Iowa City, Iowa serve the network of growers, food processors, brokers and seed partners. For more information, visit the company’s website at <http://www.asoyia.com>.

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Asoyia is a registered trademark. (Note to editor: Color photos in electronic format are available upon request. Please contact Bellana Putz, Lessing-Flynn, @ 515-274-9271 for requests.)