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NEWS RELEASE

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George Magers Joins Asoyia® As Business Development Manager



(Iowa City, IA – July 3, 2008)

Asoyia, the Midwest leader of ultra low lin food grade soybean production, recently hired George Magers as the company's newest business development manager. Magers will be responsible for developing 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 throughout Missouri.

A veteran to the seed industry, Magers brings 28 years experience to his new role at Asoyia. He enjoyed great success as a district sales manager, division manager, product manager, and business development manager for regional and national companies in Missouri, Iowa, Kansas and Illinois. Favored Grain enjoyed Magers' expertise when developing their IP seed and grain programs for ethanol plants and local river markets.

"We are extremely pleased to welcome George as the newest member of our growing team," shared Vice President of Operations Brett Maxwell. "I look forward to working with him as we continue to grow our acres in the Midwest."

As a certified crop advisor (CCA) of the American Society of Agronomy, Magers is part of the largest agriculturally oriented certification programs in North America. He has technical knowledge to better support, protect and advise farmers.

2008 has kicked off to be 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. 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 Iowa farmers, Asoyia grows and processes 1% ULTRA low linolenic soybeans 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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