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Devin Schroeder Named Asoyia Business Development Manager

(Iowa City, IA – June 15, 2008)

Asoyia, the Midwest leader of ultra low lin food grade soybean production, has named Devin Schroeder as the company's Iowa business development manager. Schroeder 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 Iowa.

Growing up and working on a diversified Eastern Iowa farming operation, Schroeder brings a wealth of experience to this role that will allow him to better understand the expanding network of farmer growers. He received a bachelors degree in Agricultural Business from Iowa State University after spending two years at Kirkwood Community College. Schroeder's 14 years experience as a retail agronomist compliments his new role at Asoyia.

"Devin has a strong foundation in production agriculture and will make a tremendous impact on our organization," shared Vice President of Operations Brett Maxwell. "His knowledge of the business and inter-personal skills with farmers are key to achieving our long term goals for Asoyia," added Maxwell.

As a certified crop advisor (CCA) of the American Society of Agronomy, Schroeder 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. 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 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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