

NEWS RELEASE



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A New Chapter For Accelerated Genetics Begins As Groskreutz Takes The Reins As President And CEO

Baraboo, Wis. (July 2, 2008) – The Accelerated Genetics Board of Directors is pleased to announce the selection for a new President and CEO. Joel Groskreutz, Reedsburg, Wisconsin, will assume his new role effective July 15, 2008. He will work closely with Roger Ripley, the current Accelerated Genetics President and CEO, to ensure a seamless transition prior to Ripley's retirement August 1, 2008.

Groskreutz comes to Accelerated Genetics with a vast amount of experience within the agricultural industry, particularly in sales, marketing, product development, budget administration and personnel management. He will be able to utilize his broad management expertise in his new role where he will provide positive and effective leadership for Accelerated Genetics in the years to come.

Groskreutz is no stranger to Accelerated Genetics. He spent an early portion of his career with the company performing various leadership roles such as Field Representative, District Sales Manager, Regional Sales Manager and finally Domestic Marketing Specialist, where he was in charge of the membership market. Throughout his tenure at Accelerated Genetics, 1987-1994, he was responsible for managing a large number of employees and encouraging their sales efforts. He also coordinated various marketing activities including training schools and was able to take an active role in cooperative member meetings.

For the past 14 years, Groskreutz has been employed at Ecolab, Inc., a well-known Fortune 500 company based in St. Paul, Minnesota. During his tenure there he held various positions: Agri Specialist, District Manager, Vice President of the Eastern U.S. Agri Sales and most recently the Vice President of Midwest and Western U.S. Agri Sales. Through his assorted management roles, he was very successful in growing the company while working closely with Ecolab's senior management group in determining current and future direction of their business.

Working with key Accelerated Genetics' staff members, Groskreutz will continue to drive genetic progress for the benefit of cooperative members and all producers around the world by utilizing

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time-tested and cutting-edge genomic sire selection criteria. He will lead Accelerated Genetics' 20-year-old research subsidiary, Genetic Visions, Inc. through the next phase of evolution including broad commercial implementation and interpretation of bovine genome results. In addition, he will oversee the continued development and growth of the Animal Health Products division at Accelerated Genetics, further helping producers maximize their cattle's genetic potential.

"The future looks bright for Accelerated Genetics and I am excited to work with Joel leading the cooperative as we go forward," says Brian Brown, Chair of the Accelerated Genetics Board of Directors.

Groskreutz's passion for agriculture began at an early age. He was raised on a 640-acre dairy near Wells, Minnesota where he and his family milked 115 Holsteins. He graduated from University of Minnesota-Waseca with an Associate of Applied Science Degree in Animal Science. After college, Groskreutz returned to the family dairy forming a partnership with his father and brother.

Groskreutz and his wife, Brenda, have four daughters, Brooke, Ashley, Briana, and Amber. They have lived in Reedsburg, Wisconsin for the last 19 years and have been extremely involved in the community. Groskreutz is a member of St. Peter's Lutheran Church and was the past President of the Board of Elders and the past President of the Board of Christian Education. He also serves on the Reedsburg Area School Superintendent Advisory Council and the Reedsburg Rotary Club. Furthermore, he has been a leader within local youth sports organizations including Reedsburg Area Youth Basketball – current and past President, Reedsburg Volleyball Club and Wisconsin Power Club Volleyball.

Accelerated Genetics is a global provider of bovine genetics and research, reproductive services, and solution-based animal health products. With the belief that "*Innovation Breeds Excellence*[®]", Accelerated Genetics' vision is to be the forerunner in developing innovative technologies and exceptional services that will aid customers in achieving their ultimate herd goals.

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Photo available upon request.