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**FOR IMMEDIATE RELEASE**

## **AGRELIANT GENETICS ANNOUNCES COLLABORATION WITH WEATHER TRENDS INTERNATIONAL**

WESTFIELD, Ind. — Today, [AgReliant Genetics, LLC](#) announced its collaboration with [Weather Trends International](#), a leader in weather forecasting and trends that provides accurate predictions day-by-day, week-to-week, 11 months ahead for 6.4 million locations around the globe.

This relationship will allow AgReliant Genetics to offer its customers unique weather predictions with over 84 percent accuracy in order to optimize on-farm management decisions. Enhanced weather information will also add to the functionality of Advantage Acre<sup>®</sup>, AgReliant Genetics' precision agriculture platform set for launch in the 2015 growing season.

"Weather is the factor in agriculture that has a direct impact in every element of a farmer's business," said Noah Freeman, AgReliant Genetics Manager of Precision Technologies. "By working with Weather Trends, we are able to provide unique, highly accurate weather models to growers, giving them a clearer picture of future conditions and more confidence in making proactive decisions on their farm."

AgReliant Genetics is the first seed company to collaborate with Weather Trends, a company that has been developing its software and providing highly accurate forecasts to a variety of industries including retail and financial organizations.

"We are very excited about the AgReliant collaboration and bringing our unique statistical, math-based weather trending technology and analytics to the agricultural community," said Bill Kirk, CEO and Co-founder of Weather Trends International. "This is the same technology used by our large corporate clients like Coca-Cola, Target, 3M, Anheuser-Busch, Unilever and many others for the past 12 years."

"When we first met with AgReliant, they quickly understood the value of our technology for farmers, how it was very different than traditional weather forecasting firms and how it could help farmers plan proactively for the season ahead rather than react when it's too late. When we learned of the Advantage Acre plan, we knew we had to build this relationship to help farmers across the country and beyond," said Kirk.

AgReliant Genetics' brand customers who are interested in receiving long-term forecasts and in-depth information at a reduced subscription rate should contact their local brand sales representative.

### **About AgReliant Genetics, LLC**

Headquartered in Westfield, Ind., AgReliant Genetics is an innovative seed company committed to delivering high-quality seed, providing exceptional service and creating consistent customer value. Created in 2000 as a joint venture between the international seed groups KWS and Limagrain, AgReliant Genetics is ranked as one of the largest field seed companies in North America. AgReliant Genetics markets corn, soybean and alfalfa seed through seven brands: AgriGold<sup>®</sup>, Eureka Seeds<sup>®</sup>, Great Lakes Hybrids<sup>®</sup>, LG Seeds<sup>®</sup>, Producers Hybrids<sup>®</sup>, Wensman Seed<sup>®</sup> and PRIDE Seeds<sup>®</sup>. The service marks and trademarks mentioned herein are registered trademarks of AgReliant Genetics, LLC or its affiliated entities.

### **About Weather Trends International, Inc.**

Weather Trends International's ([www.weather Trends360.com](http://www.weather Trends360.com)) mission is to provide any weather sensitive business (retailers, suppliers, financial services and agriculture) with innovative year-ahead business weather analytics and technology for Better Business in any Weather<sup>®</sup>. Weather Trends is recipient of 12 national and international business technology awards for their statistical/math-based/24 climate cycle approach to long range global weather forecasting and ranked 5th Most Promising Company in America by Forbes Magazine. The company's web and mobile-based technology allows businesses anywhere in the world to become proactive vs reactive to the ever-changing weather and its influences on seasonal merchandise sales, store traffic, advertising effectiveness, equity/commodity prices and farming challenges - 11 months ahead! Weather Trends, founded in 2002, is a privately held and venture capital-backed Delaware corporation with headquarters in Bethlehem, PA and Bentonville, AR.

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