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# AgReliant Genetics launches precision agriculture technology platform

WEST LAFAYETTE, Ind. and WESTFIELD, Ind. – AgReliant Genetics, the third largest seed corn company in North America, launched the beta version of its precision agriculture platform to the public today, in collaboration with Spensa Technologies, an agriculture services company based in the Purdue Research Park of West Lafayette.

The platform, Advantage Acre®, is a comprehensive suite of technologies that bring together three foundational elements of farming: seed, soil and weather.

"AgReliant Genetics has and will continue to focus on providing our customers with consistently competitive seed products," said Bryan Brochin, AgReliant Genetics vice president of marketing and business development. "The Advantage Acre platform was designed to maximize the genetic potential of our seed and provide an innovative user-interface for our customers. The introduction of the system is the culmination of extensive effort from our team and the industry-leading collaborators who have provided their expertise related to precision technology, soil and weather."

The platform combines AgReliant Genetics' expansive knowledge of its seed products with the innovative functional soil mapping technology from Agsoil Analytics, a Purdue-affiliated company led by agronomy professor Phillip Owens, and advanced weather forecasting from Weathertrends360, a weather analytics corporation providing statistical and math-based forecasts 11-months ahead with 84 percent accuracy.

"The functional soil mapping technology and progressive weather forecasting are key differentiators for our platform," said Noah Freeman, AgReliant Genetics manager of precision ag technologies. "When you combine the two, we're able to provide unprecedented information about our

seed and, using the intuitive platform, can now share this insight with our growers for the first time. Growers will be able to use the platform to proactively plan, implement their field strategy and evaluate the year-end results in a new way."

AgReliant Genetics first announced its partnership with Spensa Technologies in 2014. Since then, the platform developers have been working closely to integrate cutting-edge fluidly into Advantage Acre platform.

"The launch of Advantage Acre can be a game-changer for growers and advances precision agriculture to the next level," said Johnny Park, president of Spensa Technologies. "We worked closely with AgReliant to develop this multi-level platform that will serve all growers and assist consultants in their agricultural support networks. I look forward to seeing the positive outcomes that will result from this advanced technology."

Information regarding the Advantage Acre platform, pricing and account sign-up can be found online at advantageacre.com. The beta trial period and introductory pricing will run until June 30, 2016.

**About AgReliant Genetics**

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 eight brands: AgriGold®, Eureka Seeds®, Great Lakes Hybrids®, Golden Acres® Genetics, LG Seeds®, PRIDE Seeds®, Producers Hybrids® and Wensman Seed®. The trademarks mentioned herein are registered trademarks of AgReliant Genetics, LLC or its affiliated entities.

**About Spensa Technologies Inc.**

Spensa Technologies is located in the Purdue Research Park of West Lafayette. Johnny Park, president and CEO, founded the company in 2009. Spensa's mission is to design, develop and deliver novel technologies for precision pest management in the agricultural industry that will reduce reliance on manual labor, foster eco-friendly farming and enhance crop production efficiency. Their technologies leverage the team's world-leading expertise in wireless sensor networks, robotics and computer vision.

**Contacts:**

Samantha Bock, AgReliant Genetics, samantha.bock@agreliant.com

Hillary Henry, Purdue Research Park, hkhenry@prf.org