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**AGRELIANT GENETICS ANNOUNCES NEW LG SEEDS DEALER DEVELOPMENT INITIATIVE AND GROUP DIRECTOR**

**WESTFIELD, Ind., January 3, 2018** – As AgReliant Genetics stays committed to unifying its regional brands, the LG Seeds brand plans to launch an enhanced dealer development initiative starting in July of 2018.

This dealer development initiative will begin by creating a team of 10 dealer support professionals. This team of Dealer Development Managers will be responsible for supporting LG Seeds enhanced dealer strategy and will ensure that the brand recruits, trains and supports the highest quality and skilled dealers.

“At LG Seeds, attracting, maintaining and training high performing dealers is absolutely paramount to delivering a superior seed purchasing experience to the brand’s farmer customers,” said Andy Montgomery, Brand Manager, LG Seeds. “This team of Dealer Development Managers will be strategically located across LG Seeds entire footprint, from coast to coast, to ensure that every current and potential LG Seeds dealer has access to this team of exceptional dealer support personnel.”

In addition to strengthening LG Seeds’ dealer distribution strategy, the brand is excited to announce that starting in July 2018 this group of Dealer Development Managers will be directed by Doug Little. Little is the current Brand Manager at Great Lakes Hybrids and brings more than 30 years of sales, marketing and dealer development leadership experience to this role.

As AgReliant Genetics continues to unify its regional brands – the current LG Seeds, Eureka Seeds, Golden Acres Genetics, Great Lakes Hybrids, Producers Hybrids and Wensman Seed – regular announcements in regard to new brand enhancements will continue as the organization moves toward its planned launch of the new LG Seeds brand in July of 2018.

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**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 the third largest corn seed company in North America. AgReliant Genetics markets corn, sorghum, soybean and alfalfa seed through its brands: AgriGold<sup>®</sup>, Eureka Seeds<sup>®</sup>, Golden Acres<sup>®</sup> Genetics, Great Lakes Hybrids<sup>®</sup>, LG Seeds<sup>®</sup>, PRIDE Seeds<sup>®</sup>, Producers Hybrids<sup>®</sup>, and Wensman Seed<sup>®</sup>. The service marks and trademarks mentioned herein are registered trademarks of AgReliant Genetics or its affiliated entities.