



NEWSHAM[®]
Choice Genetics



FOR IMMEDIATE RELEASE

CONTACT

Newsham: Leah Schomburg – Leah_Schomburg@newsham.com

PEN AR LAN: Stéphanie Guyot – stephanie.guyot@penarlan.fr

Groupe Grimaud: Delphine Cesbron – delphine.cesbron@grimaud.fr

**Groupe Grimaud - parent company of Newsham - and
PEN AR LAN form international pig genetics alliance**

ROUSSAY, France – April 4, 2011 – Continuing the growth of its international pig genetics business, Groupe Grimaud, parent company of Newsham, has entered into an alliance with PEN AR LAN, an international pig genetics company with operations in France, Poland, Brazil and Canada.

The partnership reinforces Groupe Grimaud's position as a major player in the pig genetics field, enhancing its operations in Europe, North America and South America.

Under the terms of the agreement, Groupe Grimaud's pig division, Choice Genetics, becomes the majority shareholder of PEN AR LAN.

Newsham and PEN AR LAN will continue to operate as two independent companies under Choice Genetics, with each company benefitting from the technological advances of the other.

“I am particularly pleased with this agreement,” says Frédéric Grimaud, chairman of Groupe Grimaud. “The PEN AR LAN management team is in close alignment with the vision of our operations and is excited about the future of our business. This partnership is another important step in our ongoing development of the multi-species animal genetics business.”

PEN AR LAN, with operations in France, Brazil, Canada and Poland, disseminates its genetics to more than 20 countries and continues to be lead by CEO Yves Naveau.

“Groupe Grimaud has an undoubted advantage in genomics, especially with the expertise of Newsham Choice Genetics,” Yves Naveau says. “Each year, Groupe Grimaud reinvests heavily in research and development. With this agreement, it is our objective to provide customers and partners a complete range of quality genetic products featuring the latest technological advances.”

Pieter Seghers, general manager of Groupe Grimaud – Choice Genetics, says the alliance will provide the pig industry a broader choice of genetics with proven performance in different environments.

“Having the choice of two genetic pyramids based on separate continents – America and Europe – will allow us to create new alliances in the international market, utilizing the Groupe Grimaud global network,” Seghers says.

Newsham CEO, Mark Weaver, DVM, concurs. “Consolidation creates opportunities within research and development to increase our portfolio of lines, leveraging the best technology of both companies across a larger scale and increasing the rate of genetic progress for our customers.”

About Groupe Grimaud

Groupe Grimaud, headquartered in Roussay, France, is a global leader in multi-species animal genetics and an innovative player in biopharmaceuticals. With more than 1,500 employees and offices in Europe, Asia and the Americas, Groupe Grimaud generated sales in 2010 of about \$330

million in more than 120 countries. Choice Genetics is the pig genetics enterprise of the group. For more information, visit www.groupegrimaud.fr

About PEN AR LAN

PEN AR LAN is headquartered in Maxent, France, and has operations in Brazil, Canada and Poland. PEN AR LAN markets innovative genetic products, including the Naïma gilt and P76 boar in more than 20 countries worldwide. For more information, visit www.penarlan.fr.

About Newsham

Headquartered in West Des Moines, Iowa, USA, Newsham is the industry leader in the application of marker-assisted selection to create high-value maternal and terminal genetic lines for pork producers in North America and worldwide. For more information, visit www.newsham.com.

--30--