

# Gro Alliance and Hoegemeyer Hybrids Reach Agreement

Cuba City, WI (February 16, 2007) — Gro Alliance reached an agreement that establishes a strategic relationship with Hoegemeyer Hybrids to provide field production acreage and drying facilities to Gro Alliance at its Hooper, Nebraska location.

“The addition of Hoegemeyer Hybrids as a production partner further strengthens our Western presence,” said Lou Schweigert, President and CEO of Gro Alliance. “They are a world-class seed producer and we are proud to count them as one of our strategic partners.”

The agreement provides Gro Alliance and its clients access to an excellent drying facility and additional high quality irrigated production acres in Nebraska. It will also allow Gro Alliance to more efficiently produce inbreds that are well suited to the Nebraska climate and provides additional opportunities for further Western growth.

For Hoegemeyer Hybrids, the growing and drying agreement with Gro Alliance provides a stable production level and will allow a greater focus on a quickly growing retail brand.

“The agreement with Gro Alliance allows us to streamline our production plan, become more efficient in facility operations and focus even more on growing our strong retail presence,” said Stephan Becerra, President of Hoegemeyer Hybrids. “For a strong regional company facing increased competition and increased opportunities, this arrangement allows us to pursue a more aggressive growth plan with our retail brand.”

Hoegemeyer Hybrids will remain an independent company with certain production activities operating under the Gro Alliance business umbrella which includes facilities in Whiting and Belle Plaine, Iowa; Cuba City, Wisconsin; Farmer City, Illinois; and Bluffton and Howe, Indiana.

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