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**HUBNER LAUNCHES NEW ON-FARM YIELD RESEARCH PROGRAM
WILL MAP ELITE REDLINE™ CORN PRODUCT PERFORMANCE USING PRECISION AG**

WEST LEBANON, INDIANA—Hubner Seed Company has announced the launch of a new pilot research program designed to provide a higher level of data information for sharper, more effective product placement and management, and greater farm profit potential.

Branded the Maize Max™ yield research program, it is one of the industry's only true farmer-participant, corn-performance research initiatives, conceived and implemented for the purpose of looking beyond test-plot results to see how corn products are performing on real farms across the country.

In this, its first year, Maize Max will involve a small pilot group of farmers in select locations and will focus on Hubner's elite RedLine™ products. According to Hubner's product manager and sales agronomist, Matt Willard, Hubner has "narrowed the research down to our RedLine products because, with their exceptional agronomic and yield characteristics, they promise the highest return on research investment."

Over time, Maize Max will align digital soil maps and other GPS data with the RedLine yield data collected from the farmer participants' fields. As this research evolves, Maize Max will effectively isolate the ideal planting population, soil type, soil moisture and fertility variables for each RedLine number, enabling Hubner agronomists, seed advisors and customers to accurately predict product performance under specific soil and growing conditions.

For more information about yield research results or opportunities to participate in Maize Max, contact us toll-free at **800.328.4428**.

About Hubner Seed Company

Hubner Seed Company, Inc., is a family-operated producer and retailer of high-quality, high-performance seed for corn, soybean, wheat and alfalfa growers throughout the United States. For more information, contact Hubner Seed Company, Inc., 10280 West State Road 28, West Lebanon, Indiana 47991, phone 765.893.4428, toll-free **800.328.4428**, fax 765.893.4420, www.hubnerseed.com/

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