



FOR IMMEDIATE RELEASE: 5/1/09

Contact:

Doug Hubner
Hubner Seed Co., Inc.
(765) 714-0253 cell
(800) 328-4428 office
doug.hubner@hubnerseed.com

Richard Hines
Indiana Design Consortium, Inc.
(765) 423-5469 x106
richard@idc-marketing.com

HUBNER SEED OFFERING NEW GENUITY™ TRAIT TECHNOLOGIES

Among Select Few Participating in 2010 Commercial Launch

WEST LEBANON, INDIANA—Growers looking for corn and bean products featuring new Genuity™ trait technologies for 2010 will find them in limited release through Hubner Seed.

Hubner is a regional company dedicated to specific farming areas in the Corn Belt and across the dairy-producing states in the Mid-Atlantic, and is one of only a select few seed brands under which Genuity™ is making its commercial launch.

Highlighting Hubner's lineup is one new corn product with Genuity™ VT Triple PRO™ technology and ten soybean products with Genuity™ Roundup Ready 2 Yield™ technology.

Resulting from years of research and testing, Genuity™ VT Triple PRO™ represents the industry's first dual mode-of-action above-ground insect protection in corn stacked with below-ground insect protection and Roundup Ready® Corn 2 herbicide resistance.

The combined defense against corn borer, rootworm, and now, corn earworm and fall armyworm, optimizes yield and improves overall grain quality.

Meanwhile, Genuity™ Roundup Ready 2 Yield™ Soybeans feature a gene-insertion advancement that yields more beans per pod for a comparative yield increase of 7 to 11 percent greater than even the first generation of Roundup Ready® Beans.

Future Genuity™ innovations—with an expected release of at least one new technology every year—include drought-tolerant corn, nitrogen-efficient corn, high-oil soybeans and many other products (visit Genuity.com). Going forward, Hubner Seed is expected to remain a first-access resource for any new Genuity™ technologies related to the seed company's product line.

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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