



Immediate News Release  
August 31, 2009

**Probiotech International Inc. and Pro-Ag Products Ltd. Strategic Alliance**  
Winnipeg, Manitoba

Pro-Ag Products Ltd (PAP) and Probiotech International Inc. (PBI), two leading Canadian feed ingredient and feed additive suppliers are pleased to announce that they will form a strategic marketing alliance for North America.

“This is a very significant commitment for both Probiotech and Pro-Ag. This is significant for our respective employees and most of all our valued customers” said Norm Paisley President of PAP. “Together, our companies are able to offer a broader range of products, improved customer service and enhanced technical support that will benefit our customers well into the future.”

“This strategic alliance builds on our commitment to the livestock and poultry industry and will ensure we deliver on our goal to develop programs that respect animals, humans and the environment” said Guy Babineau, President of Probiotech.

Probiotech’s R&D department has a goal to bring innovative, superior and cost effective products to the market. The department is headed up by co- owner Ivan Girard who received a PhD in nutrition and microbiology from the University of Kentucky.

“The relationship provides both organizations with improved market access while remaining independently owned. Our companies have similar core values along with a passion and commitment that will ensure we make our customers more successful now and in the future,” said Doug Beckie co-owner of PAP.

Pro-Ag and Probiotech are owner managed companies strategically located within Canada and have each been in business for over 20 years. Probiotech, headquartered in Saint-Hyacinthe, Quebec is a leading supplier of natural feed additives to the feed industry. Their state of the art biotechnology center and research laboratory make them a leader in research and development. Pro-Ag Products Ltd, headquartered in Winnipeg, Manitoba offers a line of research proven high quality feed ingredients, feed additives, and animal health products to the livestock and poultry industry.

Probiotech and Pro-Ag Products provide innovative, safe, healthy products that enhance cost effective animal production.

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