



EastGen

PRESS RELEASE

SEPTEMBER 20, 2011

Official Launch to Celebrate Successful Start of EastGen

Guelph, ON - EastGen, a provider of genetics and reproductive solutions commenced operations July 1, 2011. To celebrate the successful start-up, we are inviting customers, members, industry partners, and the media to our official launch next Wednesday, September 28.

Join us at 7:00 p.m. at the EastGen head office for a meet and greet with EastGen Directors, Delegates, and Staff from across our service area. Bull viewings will be taking place with light refreshments, dessert and Thornloe Cheese.

**Launch Location:
EastGen Head Office
5653 RR#5
Guelph, ON N1H 6J2
519-821-2150
7:00 p.m. September 28, 2011
All Welcome**

On February 8, 2011, with the solid backing of the delegate bodies of EBI and Gencor, the merger of the two companies was announced. The newly formed EastGen commenced operations July 1, 2011. The new company has a 45% ownership stake of the Semex Alliance, and will inseminate an estimated 270,000 females with 476,000 units of semen sold annually.

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For more information, please contact:
Christa Ormiston
EastGen Communications Coordinator
1-888-821-2150 ext. 252
Christa.Ormiston@eastgen.ca