



WESTGEN PRESS RELEASE

FOR IMMEDIATE RELEASE
JANUARY 9, 2012

Westgen and Conception Sign Partnership Agreement

Westgen and Conception – Animal Reproduction Technologies are pleased to report that they have signed a partnership agreement to promote and sell a suite of test products including the pregnancy test called DG29™. Conception, based in Beaumont Quebec, specializes in developing, producing and marketing new animal reproduction technologies. Westgen, based in Milner, British Columbia, is a leader for bovine genetic and reproductive technologies in Western Canada and is thus a logical strategic partner for Conception. “We are proud to rely on Westgen, a strong and creative partner to promote the DG29™ test in western Canada” states Paul Rouillier, President of Conception“.

The DG29™ test in particular provides an economic opportunity for dairy and beef producers alike as it will allow them to identify and address open cows and heifers more quickly. “Reducing average days open on western Canadian dairies is a key objective for Westgen”, claims Paul Meyer, the company’s Sales and Marketing manager. “We know the extent to which reproductive performance influences profitability and take this responsibility seriously”.

CONCEPTION supplies test kits with all materials needed for the collection of blood samples which are returned by the users to the lab via courier service (in 2 to 3 days from Western Canadian provinces). Blood samples are analyzed the day of their arrival at the lab and results are immediately faxed or emailed to the test users. The fact that all blood samples can be kept at summer and winter temperatures for at least one full week without jeopardizing the results, is an added benefit.

The most popular test offered by Conception, DG29™, evaluates for a specific protein only produced by pregnant bovine females. When the test is performed on day 29 or later post breeding, the accuracy is estimated to be 98.7%. Using the test allows open cows to be re-bred sooner – a key strategy in reducing average days open.

The partnership between Westgen and Conception takes effect January 1st 2012.