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EDITOR NOTE: A media kit for Terrance Simien with high-resolution photos and additional background is available at <http://www.terrancesimien.com/mediakit.html>

Brownseed Genetics to Celebrate 100th Anniversary

Grammy-award winning band, Terrance Simien and the Zydeco Experience, to headline event

Bay City, Wis., (August 30, 2011) – There will be sounds of celebration emanating from Mississippi River bluffs on September 10, as Brownseed Genetics marks its 100th anniversary in business with a public celebration at its facility in Bay City, Wis.

The day, which will feature a slow tractor race, outdoor activities and a detassler reunion, will be capped off by a performance from Terrance Simien and the Zydeco Experience. This Grammy award-winning artist has become one of the most respected and internationally recognized touring and recording artists in roots music today. He has performed more than 6,000 concerts, toured millions of miles to over 45 countries, and reached at least one million people during his eventful career that spans three decades.

The event is free and open to the public, and kicks off at 1:00 p.m. Saturday, September 10, with addresses by company personnel and others associated with Brownseed Genetics. The slow tractor race begins at 3:00, and an employee reunion, including detasslers, is set for 4:30. Simien and his band take the stage at 6:00 p.m.

Company President Charles Brown said that when his grandfather started the business in 1911, he probably had no idea it would have such longevity. “Over the years, we’ve met thousands of people because of this business,” he said. “We’re hopeful that those who have been part of our business over the decades will come and celebrate with us. We expect everyone from former detasslers to customers to community members.”

In addition, Brown stressed, the event will be as much a celebration of what’s ahead for the company as it is a marker of what the company has achieved over the past century. “For a company to survive 100 years, it must listen to its customers and deliver products that address present and future needs,” he said. “We have a new retail seed brand in CB Seed, we’re utilizing the latest DNA marker technology to improve research efficiency, and we’re also releasing new

products to the industry that deliver higher feed value. It's an exciting time for Brownseed Genetics.”

Based in Bay City, Wisconsin, Brownseed Genetics products are licensed domestically to seed companies, and have been grown in Eastern Europe, Russia, Ukraine, Egypt and Japan. CB Seed, the retail brand of Brownseed Genetics, offers farmers in the northern U.S. a full line of seed products for corn, soybean and forage production. It is a research-based company, developing high-value conventional and select-trait hybrids for the unique growing conditions in northern climates. Distributors in the Dakotas, Illinois, Iowa, Minnesota and Wisconsin can be found at CBseed.com.

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