

## PRESS RELEASE

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### NEW ALLIANCE WILL IMPROVE SOW HERD MANAGEMENT

*Osborne Industries, Inc. and PigCHAMP, Inc. form strategic alliance that allows producers to capture unique value of both organizations.*

**May 8, 2009** - Osborne Industries, Inc. and PigCHAMP, Inc. are pleased to announce a strategic alliance that will ultimately allow pork producers to improve management of their sow herds.

“A new era has dawned in automated sow management as the result of a working partnership between Osborne Industries and PigCHAMP, a division of Farms.com,” says Steve Langley, president of Osborne Industries, Inc. “This strategic alliance will help pork producers take advantage of the unique value of both organizations.”



Bob Brcka, Vice-President of Farms.com and General Manager of PigCHAMP stated, “This is the first step in a long relationship between our two companies. We will continue to look for ways to leverage the experiences and core competencies of each organization to the benefit of the pork industry.”

In today’s challenging pork production environment, producers are looking for integrated solutions to enhance the production process. Osborne Industries and PigCHAMP are working together to address the needs of customers.

The first phase of this multi-phase project will enable producers to transfer critical sow production information easily from the PigCHAMP Care 3000 reproductive software program to the Osborne TEAM® Electronic Sow Management system, eliminating the need for double entry of common data used by both

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systems. The ability to export information from one system to another provides immediate advantages in animal management to customers.

According to Dr. Clark Springfield, Marketing Manager for Osborne Industries, "Both Osborne Industries and PigCHAMP provide products to pork producers that increase efficiency, lower operating costs and increase productivity. Osborne's and PigCHAMP's products complement each other well, as do the cultures of each organization. Both companies have a long history of innovation, leadership and focus on customer satisfaction."

These two industry leaders will continue to work together to raise the standard for automated sow management, identify optimal solutions for efficient pig production, and create streamlined management technology that will impact producers' bottom line in a positive manner.

Stop by booths 449 and 575 at the World Pork Expo to get more details on the alliance between these industry leaders.

Osborne Industries is a diversified developer and manufacturer of advanced livestock management equipment and custom-engineered systems, located in Osborne, Kansas. For more information about Osborne's livestock management systems visit [www.osborne-ind.com](http://www.osborne-ind.com) or e-mail [info@osborne-ind.com](mailto:info@osborne-ind.com).

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