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Kingsmill Farm II to Profile Sale Consignments with IGENITY MultiMARK™

Buyers now have an additional selection tool to add confidence to purchasing decisions

DURHAM, N.C. — May 12, 2006 — Kingsmill Farm II, LLC, has just announced that through collaboration with global animal health leader Merial and North America's largest AI company, Select Sires, IGENITY® DNA profiles will be made available on all Kingsmill consignments in the Summit at Kingsmill Sale.

"Our vision at Kingsmill is to produce industry-leading genetics, and we will use all available tools and technology to help us achieve our goals faster," says Dr. Mitch Hockett, partner at Kingsmill Farm II and assistant professor at North Carolina State University. "We have been watching the development of DNA technology with enthusiasm and have confidence that it can help — both breeders and buyers — make better informed selection, management and marketing decisions throughout an animal's lifetime."

IGENITY MultiMARK™ is a comprehensive DNA profile involving a wide range of genetic markers that evaluate traits of economic importance. By profiling every Kingsmill consignment with IGENITY MultiMARK, Kingsmill can maintain their competitive edge in the industry and provide buyers of their genetics greater confidence in purchasing decisions.

"Select Sires is pleased to be working with Kingsmill Farm," says Chuck Sattler, genetics program vice president at Select Sires. "Kingsmill's vision has helped them develop an outstanding set of elite Holstein genetics, and now they can take their breeding program to the next level by using advanced DNA technology — available only through IGENITY MultiMARK profiles."

Buyers will have a chance to be a part of Holstein-breed history at the Summit at Kingsmill Sale on June 9 at the farm in Durham, N.C. The sale is set to be a celebration of international genetics that progressive buyers of elite Holstein genetics will not want to miss.

"We believe that in order to achieve our goals and help the industry, DNA technology should be used along with traditional selection tools," Hockett says. "This allows us to know more than we ever have before about the genetic potential of the animals we market and gives buyers confidence as we help them build their own herd with industry-leading genetics."

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Hockett adds that they chose IGENITY MultiMARK to profile all consignments because it is simply the most comprehensive DNA analysis in the industry. The inside information revealed by IGENITY is a powerful and increasingly important complement to existing on-farm selection and management tools.

"Results of IGENITY MultiMARK are reported in a simple, easy-to-use way, which helps producers easily understand and manage this advanced information," Sattler says. "To get started with IGENITY MultiMARK producers should talk to their Select Sires representative today."

The IGENITY MultiMARK profile includes IGENITY DuraMAX™, a DNA analysis that is highly indicative of dairy form, which is one of the best predictors of productive life; IGENITY OptiYIELD™ and IGENITY ComponentMAKER™, which help producers select for the potential to optimize milk yield and composition, and superior component production; IGENITY RealRED™ to determine red coat color genes in black and red Holsteins; cheese production proteins beta lactoglobulin, kappa casein and beta casein; and genetic recessives BLAD and DUMPS. IGENITY MultiMARK Plus, the most comprehensive DNA test package available, offers all of these tests plus a test for Complex Vertebral Malformation (CVM).

Dairy producers simply supply an animal's tissue sample — a blood sample or a nasal swab — for analysis and receive genotype information via fax, e-mail or hard copy. Producers who want to learn more about IGENITY tests and services can visit www.igenity.com, call (877) IGENITY (443-6489), or talk to a Merial or Select Sires sales representative.

Formed in 2003, Kingsmill II, LLC, is a partnership between David Falk, Sharon Norton and Mitch Hockett. With approximately 900 milking cows and 80 ET donor dams, the farm focuses on elite, industry-leading, registered Holstein genetics. Kingsmill II strives to bring production and type together in the animals they own, breed and market. By taking the best genetics available and using bulls that are not only in demand, but provide corrective matings, they produce highly sought-after offspring. Kingsmill II is involved in all parts of the dairy industry from state-of-the art technology and research to industry-leading production and show-winning type.

Based in Plain City, Ohio, Select Sires Inc., is North America's largest A.I. organization and is comprised of 10 farmer-owned and -controlled cooperatives. As the industry leader, it provides highly fertile semen as well as excellence in service and programs to achieve its basic objective of supplying dairy and beef producers with North America's best genetics at a reasonable price. For more information on Select Sires, please see www.selectsires.com.

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs approximately 5,000 people and operates in more than 150 countries worldwide. Its 2005 sales were in excess of \$1.9 billion. Merial Limited is a joint venture between Merck & Co. and sanofi-aventis. For more information, please see www.merial.com.

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