

**NEWS RELEASE**  
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## **AB VISTA EXPLORES EXOGENOUS ENZYMES AT POULTRY FOCUS ASIA**

AB Vista's Senior Research Manager, Dr. Aaron Cowieson, will unveil the secret to a successful combination of enzymes in poultry nutrition at this year's Poultry Focus Asia event in Bangkok, Thailand, on 1 March 2010. With today's global feed enzyme market worth in excess of USD\$550m, Aaron will discuss the uptake of phytase technology and carbohydrases in corn-based diets, which has contributed to the industry's rapid growth over the last decade.

Entitled "Recent Advances in the Use of Exogenous Enzymes", Dr. Cowieson's lecture will focus on the strategic combination of carbohydrases and phytases in animal feed. He will also highlight the importance of accurate diet modification to accommodate the effects of such a combination, in order to produce desirable results and economic advantages. Questions such as "Are you considering the secondary consequences of adding a xylanase as well as a phytase to your feed?" and "Could you save even more money by adjusting your formulation to take these effects into account?" will be addressed.

With more than twelve years' experience in the animal feed industry, Aaron has a vast knowledge on the subject and has worked with AB Vista during its successful launch of the world's first thermostable enzyme, Econase® XT.

Commenting on the lecture, Dr. Cowieson said: "I am pleased to represent AB Vista at one of Asia's premier technical livestock conferences, especially at such a pivotal time for the company."

Dr. Aaron Cowieson's lecture will take place at the Imperial Queen Hotel at 15:30 on 1 March 2010.