



NEWS RELEASE
January 2009

NEW APPOINTMENTS HIGHLIGHT AB VISTA SUCCESS

In response to rapidly growing global sales, AB Vista, a leading international supplier of new generation micro-ingredients for the animal feed industry, has strengthened its team with two new appointments.

Ian Vincent has been appointed Financial Director. Ian joins from Ryvita and brings with him a wealth of experience having held a number of senior financial positions in the financial, food and leisure industries. Ian will be responsible for strengthening and developing AB Vista's financial position and driving commercial change in the business. He will help oversee the AB Vista's push to become a top three global feed additive business.

Amanda Davies has joined as GB Sales Manager and will be responsible for sales and profit growth of products, as well as looking after the customer base. Prior to AB Vista Amanda worked extensively in the animal feed and nutrition industry, latterly on introducing and developing the market for Stalosan F within the equine field.

Commenting on the two appointments, Richard Cooper, Managing Director for AB Vista, said: "I am delighted that two candidates of such high calibre have joined the team. To ensure that AB Vista continues to grow, it is important that we strengthen our management team at all levels by appointing people like Ian and Amanda who bring with them a wide range of skills, knowledge and expertise.

"These new appointments reinforce the company's commitment to meet ambitious growth plans, as well as supporting a range of innovative products that the company will launch in the UK over the coming year."

Ian will be based at the Marlborough headquarters and will report in to Richard Cooper. Amanda will report in to Earl Williams, GB Business Manager.

Both appointments are effective immediately.

ENDS

For further information please contact:

Sara Barrow at Nexus on Sara.barrow@nexuspr.com 0207 052 8833

Kevin Coles at Nexus on Kevin.coles@nexuspr.com 0207 052 8840

Notes to Editors

1. Photography is available on request.
2. AB Vista is the Feed Ingredients division of AB Agri (Associated British Agriculture), the Agriculture Group of ABF.