



NEWS RELEASE

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GROWTH FUELS AB VISTA WEBSITE LAUNCH

AB Vista, a leading international supplier of new generation micro-ingredients for the animal feed industry, today announced the launch of its new website, designed to reflect the company's success to date and to support its ambitious expansion plans.

The new website, www.ab-vista.com, offers an informative and visually appealing experience, with clear signposting on the home page. Visitors are welcome to access information about AB Vista, its people and products, and new developments.

New features include a media centre where the latest company news can be accessed and an events section to find out where and when you can meet the AB Vista team. Visitors can also subscribe to a regular newsletter which reveals latest product news and company information.

AB Vista's Managing Director, Richard Cooper, says, "We have seen significant growth and success at AB Vista, and we believe it is time we reflect our position as a leading international feed supplier on our website. We have big plans for the future, so we need to demonstrate our ambition and strong market position in all communication, not least the website which is a vital tool for stakeholders."

Caroline Oram, Marketing Manager, adds, "This launch is a significant step in building our online presence. We have responded to our customer requirements to ensure that we have a website that provides clear and concise information, as well as being visually appealing."

Although the website is now fully available, AB Vista sees it as a key resource for customers and other visitors and is continuing to develop content which will see the events calendar, media centre and news sections continuously updated.

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For further information please contact:

Lucy Waldron-Brown at Nexus on lucy.waldron-brown@nexuspr.com 020 7052 8843

Kevin Coles at Nexus on Kevin.coles@nexuspr.com 020 7052 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.