



News release
February 2009

SALES BOOM FOR AB VISTA

Leading supplier of new generation micro-ingredients for the animal feed industry, AB Vista, has announced that, with its partners, it has increased production capacity following a period of rapid sales growth.

AB Vista together with its supply partners has increased capacity by over 50%, highlighting the company's success since it was launched in 2004.

AB Vista Managing Director, Richard Cooper, said: "We needed to increase production to meet the increasing demand for our market-leading products. Our success has meant that we were in danger of not keeping up with demand, however, this investment means that we are not only in a good position to meet current demand, but we can go into the future in great shape to capitalise on some exciting new product launches we have over the next 12 months."

The company's most recent launch, Econase XT, is already proving successful and with an EU licence expected in 2009, AB Vista forecasts that demand will grow substantially.

Richard Cooper added "Econase XT is our flagship product and the first truly novel NSP enzyme to be launched in many years. With Econase XT, we have a product which will benefit producers and save them money at a time when everyone is feeling the credit crunch."

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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.