



NEWS RELEASE
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AB VISTA LAUNCHES VISTACELL®

AB Vista, a leading international supplier of new generation micro-ingredients for the animal feed industry, has added another product to its growing portfolio with the launch of Vistacell®, a new yeast product for the animal feed market.

Vistacell® is a premium live yeast product proven to enhance animal performance by promoting gut health. When Vistacell® is included in the feed, the result is a better feed efficiency resulting in a marked improvement in daily weight gain and in the case of dairy cows, increased milk yield.

AB Vista has capitalised on internal yeast production capabilities of the ABF group by working in partnership with sister company AB Mauri. AB Mauri owns one of the biggest yeast fermenting facilities in the world in Casteggio, Italy.

AB Vista's Technical Director, Hadden Graham, said: "Finding a synergy between ourselves and AB Mauri has opened another door to a market we have had some limited previous experience with. The introduction of Vistacell® to the market will enable us to offer even more solutions to our customers across Europe."

Richard Cooper, Managing Director of AB Vista, also commented: "Launching Vistacell® is another strategic step in AB Vista's plans to become a top three player in the feed additive market within the next five years. The product will enable us to access a key area in the animal feed industry, helping us meet our ambitious growth targets."

The launch of Vistacell® builds on the success of Econase® XT, the revolutionary new xylanase enzyme for the feed market that AB Vista recently introduced to international markets including India and China.

Vistacell® will launch in June and will be available in 20kg vacuum packed bags. For more information on Vistacell® please contact:

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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