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Buyers Demand More Information

Animals profiled with IGENITY[®] averaged \$20,093 in the Summit at Kingsmill Sale

DURHAM, N.C. — August 9, 2006 — Information is power. Buyers at the Summit at Kingsmill Sale in Durham, N.C., took this adage one step further: the more information available, the better the purchase price. At nearly two times the sale average, 16 animals profiled with IGENITY[®] sold for an impressive \$20,093 average compared to the sale average of \$11,500 on 98 head.

When the gavel dropped on Brigeen Morty Rhonda — consigned by Brigeen Farms, Turner Maine — she became the high-selling animal profiled with IGENITY of the day at \$90,000, selling to Marlin Bontrager of Kalona, Iowa.

“Our vision at Kingsmill is to produce industry-leading genetics, and we will use all available tools and technology to help us achieve our goals faster,” says Mitch Hockett, partner at Kingsmill Farm II and assistant professor at North Carolina State University. “We have been watching the development of DNA technology with enthusiasm and have confidence that it can help — both breeders and buyers — make better-informed selection, management and marketing decisions throughout an animal’s lifetime.”

In addition to Brigeen Morty Rhonda, the day’s top-selling animals profiled with IGENITY included Kingsmill Storm Adora-ET, a daughter of Tri-Day Ashlyn-ET, which brought \$80,000 when sold to the Adora Syndicate of Beau Treuboff, Phoenix AZ, Michael and Wilda Eade, Suwanee, GA and Kingsmills Farm II, Durham N.C.

Rounding out the top three sellers profiled with IGENITY was a choice female from Red-Vision, Addella-Red-ET, at \$51,000 to Rick and Dan Reuter of Peosta, Iowa.

“The inside information provided from an IGENITY profile can help producers make selection, mating and marketing decisions with greater confidence,” says Jennifer Daniels, associate product manager of IGENITY. “IGENITY profiles provide the most comprehensive DNA analysis available in the industry — both for genetic recessive diseases like BLAD or CVM and a growing list of traits of economic importance.”

(more)

A comprehensive IGENITY profile includes DNA analysis for a wide range of traits of economic importance, each with specific applications, including:

- **Longevity** — allows selection for a healthy balance of dairy form and productive life
- **Milk Yield** — allows selection for improved milk or fat yield, without sacrificing fertility
- **Milk Components** — allows selection for protein and fat production potential
- **Coat Color** — allows selection for or against red genes in black or red cattle
- **Genetic Recessives** — allows for selection to avoid CVM, BLAD and DUMPS
- **Cheese Production Proteins** — identifies genetic potential related to beta lactoglobulin, kappa casein and beta casein

“Progressive producers need to use all the information they have available to achieve herd goals faster,” Daniels says. “This will only help to make their operations more efficient and profitable over time.”

The 16 animals profiled with IGENITY at the Summit at Kingsmill Sale grossed \$301,400.

To obtain a comprehensive IGENITY profile, dairy producers simply supply an animal’s tissue sample — a blood sample or a nasal swab — for analysis and receive genotype information via fax, e-mail or hard copy. Producers who want to learn more about IGENITY tests and services can visit www.igenity.com, call (877) IGENITY (443-6489), or talk to a Merial or Select Sires sales representative.

Formed in 2003, Kingsmill Farm II, LLC, is a partnership between David Falk, Sharon Norton and Mitch Hockett. With approximately 900 milking cows and 80 ET donor dams, the farm focuses on elite, industry-leading, registered Holstein genetics. Kingsmill Farm II strives to bring production and type together in the animals it owns, breeds and markets. By taking the best genetics available and using bulls that are not only in demand, but provide corrective matings, it produces highly sought-after offspring. Kingsmill Farm II is involved in all parts of the dairy industry from state-of-the-art technology and research to industry-leading production and show-winning type.

Merial is a world-leading, innovation-driven animal health company, providing a comprehensive range of products to enhance the health, well-being and performance of a wide range of animals. Merial employs approximately 5,000 people and operates in more than 150 countries worldwide. Its 2005 sales were in excess of \$1.9 billion. Merial Limited is a joint venture between Merck & Co. and sanofi-aventis. For more information, please see www.merial.com.

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