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FOR IMMEDIATE RELEASE

New Additions to the Fides Oro Team Provide Expertise, Experience

SANTA PAULA, CA September 13, 2011— Fides Oro has added two horticultural experts to its sales team in order to provide customers with planting and growing advice for its line of annual, perennial and foliage cuttings.

“Our relationship with our clients does not stop at the time of purchase,” says Reinoud Hagen, Commercial Manager for Fides Oro. “We provide customers with the support they need to grow our products successfully.”

The two new salespersons, Dr. Roger C. Styer, Technical Sales Support, and Judy Born, Sales Support Representative, have years of experience and provide a high level of horticultural expertise to their clients.

Judy spent 10 years at the florist/garden center retail level, followed by 10 years with Milner Greenhouse Ltd., a commercial greenhouse, managing the planning, scheduling and purchasing department. More recently, Judy was sales manager for Northern Innovators Inc. Her familiarity with Fides Oro genetics brings great benefit to customers since she has worked with the plants in the greenhouse as well as selling them.

Roger worked for Ball Seed and PanAmerican Seed in research and technical services for 12 years before starting his own horticultural consulting firm, working with greenhouse growers throughout North America until the end of 2010. Roger has written numerous articles for trade magazines and often lectures at grower conferences. He has helped organize the Plug & Cutting Conference for the past 20 years. Roger received a B.S. in Horticulture from Penn State and an M.S. and Ph.D in Horticultural Science from the University of Florida.

“With the addition of Judy and Roger we feel we are now positioned to address the needs of our clients even better,” Reinoud Hagen, Commercial Manager for Fides Oro says. “Judy and Roger can help customers with sales support and technical advice. We believe in the outstanding genetics of our products and want to help customers realize the value as well.”

About Fides Oro:

Fides Oro is owned by Agribio Group, a global top five breeder in horticulture, offering a wide range of products and varieties with superior quality in cuttings and services. Fides Oro offers its own extensive line of plants as well as the best products from other noted breeding companies such as TerraNova, Danziger, Sakata, Florensis and more.



Dr. Roger C. Styer



Judy Born