

FOR IMMEDIATE RELEASE

Limagrain Cereal Seeds Hires Dr. Marla Hall as Wheat Breeder in Kansas Research Station

Kansas State alum heads to Wichita to serve Central/Southern Great Plains region

WICHITA, Kan., March 23, 2011 -Limagrain Cereal Seeds, a division of Group Limagrain, the biggest plant breeder and seed company in Europe, announced Dr. Marla Hall has been hired as a wheat breeder for the company's research station located in Wichita, Kan. Hall has been telecommuting from Virginia since December 2010, but will relocate to Wichita in late March to work on developing hard red winter wheat varieties for Limagrain's Central and Southern Plains region.

"Marla's demonstrated success in winter wheat breeding, coupled with her extensive expertise in plant science and genetics, make her a tremendous asset to Limagrain," said Frank Curtis, Limagrain Cereal Seeds executive vice president and chief operations officer. "We are very pleased to have her on the team, and look forward to her contributions to Limagrain's top-quality seed development strategy."

Hall's areas of expertise include wheat breeding, genetic characterization and mapping, and marker assisted selection. Her work for Limagrain will concentrate on developing high-yield wheat varieties that adapt and perform well, exhibiting good milling and baking qualities.

Hall received both her Bachelor and Master's degrees in Science from the University of Kentucky, and her Ph.D. in Agronomy from Kansas State University. After completing her Ph.D., she worked for four years at Virginia Tech, where she was in charge of the specialty wheat breeding program. While she cites the opportunity to return to Kansas as a big motivator in her decision to accept the job with Limagrain, Hall says the company's values were a good fit for her also.

"I'm a farmer's daughter, and to work for Limagrain, a company founded by farmers - well, that's important to me," said Hall. "Farmers are at the heart of the business and the focus of all that we do."

Hall's hobbies include quilting, horseback riding and running - she plans to compete in her first mini-marathon this spring. She and her husband, Mike, own four dogs and four horses, and are active in their church's monthly food assistance program.

Group Limagrain was founded in France in 1942. The farmer-owned company has 7,000 employees and is the largest seed company in the European Union. Fort Collins, Colorado, serves as the company's North American headquarters for cereal seeds, with regional operations located in Washington, Indiana, Minnesota and Kansas. Limagrain's business focus is to create and market proprietary wheat seed varieties to sell to professional seed producers, who then market the seed varieties to their customers.

Group Limagrain Press Contact

Frank Curtis - Executive Vice President and Chief Operations Officer

frank.curtis@limagrain.com

970-498-2200



For more information, contact Frank Curtis at 970-498-2200 or visit www.limagraincerealseeds.com or www.limagrain.com

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