



FOR IMMEDIATE RELEASE

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La Crosse Seed Acquires All of the Cover Crop Solutions Seed Brands

LA CROSSE, WI (June 9, 2016) - La Crosse Seed announces that it is the new and exclusive owner of the entire family of brands of Cover Crop Solutions, effective immediately.

La Crosse Seed now owns the entire portfolio of brands previously used by Cover Crop Solutions, LLC including the brand names Cover Crop Solutions[®], Tillage Radish[®], Tillage RootMax[®], Tillage Sunn[®] as well as the entire suite of the popular TillageMax mixes such as Dover[®], Bristol[®] and others. La Crosse has become the exclusive owner of the brands in both the United States and internationally.

"We are excited to be able to offer these trusted and well-respected brands to current and prospective customers," says Dan Foor, CEO of La Crosse Seed. "We will continue to fortify both the Cover Crop Solutions platform and our Soil First[®] family of products which we launched in 2013 to bring cover crop seed innovation to growers."

"Our entire La Crosse Seed team is committed to helping lead this movement from a seed industry perspective by providing practical, efficient and economical solutions to our customers and growers interested in cover cropping," adds Foor

Cover crops are plants typically grown between cash crop cycles to prevent erosion, alleviate compaction, retain nutrients that may otherwise migrate off of the land, and ultimately improve soil health and grower productivity and profitability. This practice has gained significant attention and interest in recent years and agricultural industry representatives have suggested that usage could surpass tens of millions of acres by the year 2020.

Cover Crop Solutions branded products supplied by La Crosse Seed are targeted to be available to customers in early July. Interested customers can call the company at (800) 356-7333 or check out the website for these brands at www.tillagebrands.com where updates will be posted as they are available.

About La Crosse Seed

La Crosse Seed has paired an unmatched portfolio of high quality forage, turf and cover crop seed with knowledgeable and experienced sales and support staff since 1947. Please call (800) 356-7333 or visit www.lacrosseseed.com to learn more about its products and services or to find a regional sales manager.

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