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USDA APPROVES ViaGen's *AnguSure*[™] "INDEPENDENTLY DNA VERIFIED" ANGUS PROGRAM

New Program Provides Genetic Assurance Of Angus Heritage

Washington, D.C. – The U.S. Department of Agriculture has approved ViaGen's groundbreaking DNA verified beef program. The new program trademarked *AnguSure*[™], uses genetic testing to verify the genetic heritage of animals sold as "Angus." Cattle with a high percentage of Angus have been shown to reliably produce the quality beef required by many premium brands. The program is supplemental to existing requirements for all USDA-certified branded beef programs.

Other than a registered pedigree, a DNA test is the only way to confirm genetic heritage. *AnguSure* utilizes ViaGen's patented genetic breed identification technology to quantify the amount of Angus genetics in any cattle DNA sample. The tested animal is compared to more than 275 registered Angus bulls, which have collectively sired more than 100,000 calves in the last decade.

Austin-based animal genomics firm ViaGen, Inc., developed *AnguSure* and a number of similar tests to enable producers and feedlots to determine or verify breed composition of all cattle, including Angus cattle. ViaGen sells the genetic tests directly to cattle producers to help them manage and market their animals to cattle buyers who pay premiums for animals meeting specific breed criteria. Through ViaGen's tests, even small producers can capitalize on the demand for Angus genetics.

ViaGen has granted an exclusive retail license to market the "Independently Verified by *AnguSure*[™]" testing program and the *AnguSure* emblem at retail to Premium Gold Angus Beef, which has been testing since early this year. Premium Gold Angus products are available nationwide through approximately 2,500 select retailers and the "Independently Verified by

AnguSure” emblem will begin appearing on products in stores this January, setting Premium Gold apart in the highly competitive retail beef market.

Last year, ViaGen performed genetic tests on beef from seven Angus retail brands and found wide variation in the breed composition in each. More than half of the samples from one brand failed ViaGen’s *AnguSure* criteria, and the brand was discontinued by the grocery – a real life validation of the importance of true Angus genetics to consumers.

“This is the new way of getting the right type of cattle into the right hands,” says Sara Davis, ViaGen’s vice president for genetic services and co-founder. “Our tests provide certainty – giving producers documented predictability and consumers DNA-verification of the best beef available.” Producers who utilize the DNA tests can elect to have ViaGen inform Premium Gold Angus and several other branded programs of the breed composition and location of the tested animals.

The USDA Agricultural Marketing Service (AMS) approves the certification requirements for all USDA-certified branded beef programs. The *AnguSure* program is an added verification process for guaranteeing brand integrity. ViaGen’s genetic testing programs also provide age and source verification, as well as traceability – essential tools to guarantee animal health and quality for consumers. Although ViaGen’s breed identification tests are based on animals registered by national breed associations, ViaGen is independent of the associations.

About ViaGen (www.viagen.com): Based in Austin, Texas, ViaGen is a global provider of advanced livestock genetic technologies whose unmatched expertise in animal genomics is setting new standards for high quality animals and high quality consumer products. ViaGen’s industry-leading compilation of livestock genomic data and patented breeding and product identification processes are extensively used in the cattle, swine and equine industries to obtain verifiably superior genetics. ViaGen makes livestock genetic technology affordable and accessible to producers throughout the livestock production chain, from farm to fork, offering new opportunities for business to build revenue and for consumers to enjoy unprecedented quality and safety.

About Premium Gold Angus Beef (www.pgabeef.com): Premium Gold Angus Beef (PGAB) is simply the most delicious offered in the marketplace today. The company was founded by one of the nation’s leading, long time registered Black Angus breeders who felt discriminating consumers should be provided an opportunity to obtain consistently excellent beef. PGAB has made a conscious decision to provide the highest quality beef by ensuring that it originates from the best Angus genetics. This same desire for quality carries over to the Premium Gold Berkshire Pork and All Natural Lamb products. The primary goal of Premium Gold is to offer consumers branded beef, pork and lamb which can be trusted to provide superior taste and tenderness every time.

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