

## **News** *release*

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2010 District Representatives of the Year along with ABS Sales Managers and Beef Department staff

### **ABS HONORS TOP BEEF REPRESENTATIVES**

**DEFOREST, WISCONSIN** – July 29, 2010 –ABS Global prides itself in setting the industry standard in both its product offering and customer service. Thirteen U.S. Beef Representatives exemplified this superior standard and were recognized as the top representatives in their district for 2010.

“ABS is proud to be represented by this outstanding group of professionals,” stated Dwight Williams, Director Beef Enterprise. “Their commitment to ABS and their customers along with their tremendous knowledge and experience make them highly successful members of the ABS Independent Representative team.”

The following individuals were recognized as the 2010 District Representatives of the Year. The award is earned based on a formula including unit sales, sales revenues and percent increase in sales.

Tom & Jenise Humble  
Sparta, MO

Casey & Rena Hagenah  
Asotin, WA

Steve & Launa Valente  
Smiths Station, AL

Wayne Eathingier  
Thedford, NE

Brady Larson  
Sharon Springs, KS

Jim Britton  
Ontario, OR

Rosemary & Kevin Anderson  
Whitman, NE

Allen Southard  
Gillsville, GA

Adam Simmons  
Rigby, ID

Sam Shaw  
Caldwell, ID

In recognition of their efforts, these thirteen individuals were given the opportunity to travel to the ABS DeForest office. While in Wisconsin, they participated in meetings, facility tours and an awards banquet.

Headquartered in DeForest, Wisconsin, ABS Global is the world-leading provider of bovine genetics, reproduction services, technologies and uddercare products. Marketing in more than 80 countries around the globe, ABS has been at the forefront of animal genetics and technology since its founding in 1941. ABS Global is a division of Genus plc.