



For Immediate Release

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New Rob-See-Co Agronomy Lead Brings Experience in Research and Education

ELKHORN, Neb. (May 19, 2014) — Agronomy Lead Wayne Fithian is the newest member of the Rob-See-Co team. Fithian brings more than 30 years of experience in the seed business to his role with the independent seed company. Fithian has conducted research into corn and soybean genetics and their management in the field, and he's also developed education programs to help seed providers and growers understand how advances in genetics translate to better yields.

"Wayne's knowledge and experience make him a perfect fit for Rob-See-Co," said Rob Robinson, CEO and owner. "He'll help improve our customer experience by sharing his knowledge with our seed experts in the field. We wanted him on our team because he knows how to maximize yields by matching the right genetics and traits with the characteristics of a grower's field."

Fithian comes to Rob-See-Co from Syngenta where he worked on bringing new traits and technologies in corn and soybean seed to market, including Agrisure Viptera®, Agrisure Artesian® and Agrisure Duracade™. Rob-See-Co distributes Syngenta's Innotech brand corn and soybean seed in the Central and Western Corn Belt. Prior to joining Syngenta, Fithian worked for Golden Harvest Seed and Pioneer Hi-Bred. He also conducted research at his alma mater, Colorado State University. Fithian is a member of the American Society of Agronomy.

"I'm looking forward to working for an independent seed company that's focused on the grower," said Fithian. "It's satisfying to know you've helped customers improve their yields by planting seed that makes the most of the conditions in their fields."

Fithian will provide product training and agronomic support to Rob-See-Co sales representatives. He'll also lead the analysis of field trials conducted during the 2014 growing season to identify product placement opportunities and guide future testing, advancement and demonstration strategies.

About Rob-See-Co

Rob-See-Co is an independent regional seed company with more than 100 years of history. Through a network of experienced seed specialists in the Central and Western Corn Belt, Rob-See-Co distributes

Syngenta's Innotech brand of corn and soybean seed, offering innovative genetics to match specific growing conditions throughout the region. To learn more visit RobSeeCo.com.

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