



FOR IMMEDIATE RELEASE

Contact:

Jodi Ames
VP & Director of Marketing
Vi-COR
(641) 423-1460

Nancy Crist
Public Relations Specialist
J.W. Morton & Associates
(319) 378-1081, X22

Vi-COR® Fact Sheet

Who is Vi-COR?

Vi-COR® (Varied Industries Corporation), established in 1963 in Mason City, Iowa, is a manufacturer of fermentation products for dairy, beef, poultry and swine feeds. The company also has an office in Taipei, Taiwan.

What are Vi-COR's products?

The company offers a number of innovative products to improve livestock health and digestion. **Celmanax®** contains a unique combination of yeast culture, yeast extract and hydrolyzed yeast in dry and liquid forms. **A-Max®** Yeast Culture is one of the most palatable yeast products on the market and can survive pelleting and extrusion. The product is offered in five concentrations: *A-Max® Standard*, for farm mixing and top dressing; *A-Max® Concentrate*, for farm use and feed formulations; *A-Max® Xtra*, an extra-concentrated product formulated for feed mills; *A-Max® Ultra*, for all classes of livestock; and *A-Max® Liquid*, for liquid feed applications. **Kulactic®** helps improve feed quality. It is rich in lactic acid, which supplies energy and helps to lower pH in livestock.

Who are its customers?

Customers include dairy, swine, beef and poultry producers with dairies representing the largest percentage of sales. Vi-COR reaches the end user through direct sales to distributors, feed manufacturers and independent nutritionists. Vi-COR serves customers in over 35 countries.

- Continued -

The power of V®
for animal health & nutrition

How is Vi-COR different from the competition?

Vi-COR provides a customer intimacy and flexibility that is unique to the fermentation industry. This personal approach, in combination with innovative products, educational knowledge and research, is the key to the company's success. Vi-COR is an innovator, blazing a trail in many areas that "old guard" feed additive manufacturers have shied away from. Vi-COR was the first to provide yeast culture in concentrated and liquid forms, the first to identify and guarantee specific levels of metabolites, and the first to use enzymes for controlled and precise extractions of yeast components that provide a more consistent product. This, in turn, delivers more consistent results.

How can Vi-COR be contacted?

Vi-COR
905 South Carolina Avenue
P.O. Box 1483,
Mason City, Iowa 50402
Toll free: 800-654-5617, 641-423-1460, fax
641-423-0832.
www.Vi-COR.com

###