



FOR IMMEDIATE RELEASE

CONTACT: Scott Gibson
Advanta US (806) 346-5154
Scott.Gibson@AdvantaSeeds.com

**Advanta US, Inc. acquires Crosbyton Seed Company
building on their worldwide sorghum platform**

Hereford, TX – Advanta US Inc., a subsidiary of Advanta India, Ltd., announces today that it has acquired 100 percent of the assets and business of Crosbyton Seed Company (“CSC”), a leading breeder, producer and conditioner of hybrid sorghum planting seed products, including grain sorghum, forage sorghum, millet and sunflower.

“This acquisition brings more germplasm, resources and capacity to Advanta US and our international customers,” says Jerry O’Rear, Advanta US Research Director and Global Sorghum Research Lead. “It enhances our ability to service customers in the North American markets by providing a broader product base.”

Crosbyton Seed Company, headquartered in Crosbyton, Texas, was founded by President Nathan Boardman in 1972. Executive Vice President and co-owner Donnie Swink joined the company in 1974. Together the two built CSC into one of the strongest and most respected sorghum seed businesses in North America.

The CSC acquisition makes the second investment in U.S. sorghum seed by Advanta following the 2008 acquisition of the business of Garrison & Townsend Seed Company (“GT”) of Hereford, Texas. This move further increases Advanta’s global sorghum business footprint, which also includes current operations in Australia, Argentina, India and Thailand.

Advanta CEO Ram Kaundinya says, “We are extremely proud to welcome Nathan Boardman, Donnie Swink, and the employees of Crosbyton Seed to the Advanta family. Crosbyton Seed Company has an exceptionally strong grain sorghum business and their customer relationships are first class. The new combination of Crosbyton, GT, our international sorghum seed businesses, and a number of important technology alliances creates a global platform that clearly establishes Advanta as a worldwide leader in the research, production and sales of sorghum.”

CSC President Nathan Boardman reports, “The future of sorghum is bright. We are very proud of Crosbyton Seed Company’s contributions to the sorghum seed industry and appreciative of our many customers over these past 38 years. With new technologies on the horizon today and a need for increased investments in research & development, we are pleased that Advanta sees sorghum as an important priority crop and brings a commitment of investing in improved products for our customers.”

Sorghum is the fifth most important cereal grain crop grown in the world behind corn, wheat, rice, and barley. Produced on approximately 100 million acres in 100 different countries around the world, various sorghum types are used for animal feed, food for human consumption, biofuels, and a number of minor uses including sorghum syrup, low-gluten-flour and more.

Details of the acquisition were not disclosed.

###

About Advanta

Advanta is a global seed company headquartered in India and with operating units in Argentina, Australia, India, Thailand and the USA with a wide range of proprietary products in important agricultural and vegetable crops that improve the productivity and profitability of the farmers in different parts of the world. Advanta is a member of the United Phosphorous Group of Companies. For more information visit: www.advantaus.com.