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Press Release

Furst-McNess Company Signs Exclusive Marketing Agreement with Assist Natural Products and Services LLC

Freeport, Illinois, November 27, 2016: Furst-McNess Company and Assist Natural Products and Services, LLC (Assist) are pleased to announce the signing of an exclusive marketing agreement that will enhance both company's animal health and nutrition product development efforts. Both companies have a keen understanding of the nutrition and health challenges producers face in both monogastric and ruminant markets. Through the application of their core competencies in the advanced sciences and research and development, innovative technologies, and species-specific programs such as the McNess Water Boost™, Furst-Boost™, and Viribus™ product lines, are proving themselves consistent and effective in promoting animal health benefits.

"This agreement provides Furst-McNess and Assist the ability to drive advancements in our Poultry, Swine, Beef, and Dairy technologies that will result in improved livestock health and performance," says Dr. Fredrik Sandberg, Vice President of Health and Nutrition for Furst-McNess. "Steve England, our Vice President who focuses to our monogastric market development, will be very involved in our product development efforts, as both companies have a passion for innovation and creating cutting edge technologies that help improve our customers' bottom line." Sandberg added. According to Steve England, "Consistency within our technologies is critical when working with producers, and the results they are experiencing are incredible. The synergies of our technologies, and the consistent results we have seen, is very encouraging to all of us."

"Combining Assist's technologies and market experience, along with McNess' expertise in research and development and their strong market presence, makes all the sense in the world," according to Andy Thompson, Founder and Managing Partner of Assist. "We are confident that by working together we'll be able to do something remarkable in the market," he added.

Assist is headquartered in Lena, Illinois, and has been serving the Poultry and Swine market since 2012. Furst-McNess is a leader in product development of natural health technologies for the livestock industry through scientific research and specific partnership alliances, and has been serving the agriculture community since 1908, and operates throughout the U.S. and Canada, providing nutritional feeding solutions to the poultry, swine, dairy, and beef markets. To find out more about either company, visit their websites at www.assist-nps.com or www.mcness.com. You can also email info@mcness.com.

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