





21st March 2011

 **AWB Seeds** is changing its name and brand to **Seednet** 

With the recent acquisition of AWB Limited by Canadian agribusiness Agrium and the impending sale of AWB grain marketing activities and the 'AWB' brand from Agrium to Cargill, AWB Seeds is changing its name to 'Seednet' and will be using the logo above in all future branding.

While our branding is undergoing this change, there are no changes to our staff, our varieties or our seed production partners.

So, although you will see us and our varieties in new colours from now on, our Seednet partners will still be supplying you with our same high quality varieties and we will still be providing you and your growers with the same high level of support.

Please note that our website is changing to: www.seednet.com.au

Our postal, delivery addresses and phone numbers all remain unchanged.

Yours Sincerely

A handwritten signature in black ink, appearing to read "Simon Crane".

Simon Crane
Manager
Seednet (formerly AWB Seeds)