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AgInfoLink Launches Verified Cattle Listing Service

Longmont, CO, February 5, 2008 - AgInfoLink USA, a privately-held food information solutions provider, announced today the launch of a public web-based Verified Cattle Listing Service. The system will list animals for sale with verified attributes including Age and Source PVP verification, Country of Origin compliance, natural, non-hormone treated, and health or nutrition program. The system will be available for all AgInfoLink customers utilizing AgInfoLink Verified Services.

Glenn Smith, AgInfoLink's USA Country Manager, explains the purpose of the system. "The beef supply chain is seeking out animals that meet specific attributes. Our customers are documenting those attributes through AgInfoLink Verified Services. The Listing Service is designed to assist the supply chain in locating animals that meet their requirements and assist producers in capturing added value for their efforts."

The listing service can be accessed at www.aginfolink.com/vcls. No login is required to view the cattle listings. Producers can list their animals by contacting AgInfoLink or one of AgInfoLink's verification partners (www.aginfolink.com/partners.asp).

The Verified Cattle Listing Service is designed to be useful to sellers and buyers alike. Buyers are able to view group information and verify PVP status, group animals by multiple categories for easier searches, and view seller or agent contact information. Sellers can list their animals with all of their unique attributes and still utilize their marketing professional as the listed contact or agent. The listing service can be a powerful tool for auction markets or other marketing agents desiring to promote special sales or groups of customer cattle while keeping customer information confidential.

AgInfoLink offers information management services and solutions to the livestock industry. Solutions include animal identification devices like tags and RFID readers, verification services including age and source verification through its USDA-approved Processed Verified Program

(PVP), software or paper-based data collection methods, and information reporting and analysis tools.

For more information about AgInfoLink's animal identification and traceability solutions, contact AgInfoLink at 800-287-8787 or info@aginfoLink.com.

About AgInfoLink

Traceability Starts Here. Founded in 1997, AgInfoLink designs and develops secure, high quality, traceability solutions for the world's food supply. The company's products provide the food industry with data collection, secure data transmission, data warehousing, reporting and analysis tools for increasing profits and reducing risk. AgInfoLink solutions provide customers increased efficiencies, increased commodity value, and "value traceability" from the farm to the table. The company's headquarters are located in Longmont, CO. (www.aginfoLink.com)

About the USDA Process Verified Program

The USDA Process Verified Program provides suppliers of agricultural products or services the opportunity to assure customers of their ability to provide consistent quality products or services. This is accomplished by having their documented manufacturing or service delivery processes verified through independent, third party audits. (<http://processverified.usda.gov/>)