

FOR IMMEDIATE RELEASE:**WestGen invests in Beef Sector Partnering with Bow Valley Genetics**

WestGen, Canada's longest serving Artificial Insemination (AI) company, located in Abbotsford, BC, is pleased to announce it is in the final stages of completing the purchase of a 50% stake in Bow Valley Genetics based in Brooks, AB. It sets the stage for strategic cooperation between the two companies to advance the genetic improvement options and their adoption by the beef sector in western Canada.

Bow Valley Genetics provides a strong, client centered approach to the genetic advancement for beef producers. Individualized treatment of donor females and bulls has built their reputation, fostering rapid growth in the Custom Semen Collection, Embryo Transfer (ET) and In Vitro Fertilization (IVF) services for the beef industry. Investment in their business by WestGen represents a significant move by the western Canadian producer-owned and directed AI company into the Beef market with a presence in the Prairies and is a clear signal of the company's intention to grow its Beef footprint in western Canada.

The two companies already collaborate on providing an IVF solution to owners of some of Canada's most sought-after beef genetics. "Bow Valley Genetics, a founding XL Vets Canada member, is well known for its high standards of animal care and embryo and semen production", states Chris Parry, WestGen CEO. "We see a great deal of potential for collaboration between the two companies and expect the synergies will add significant value for the beef producers across western Canada".

"This is a good fit for both companies and it is expected to help our business with plans for future growth", states Rob Stables, Owner and President of Bow Valley Genetics. "A reputation within the industry for high-quality care of the resident sires and donor cows coupled with Bow Valley's commitment to fostering strong relationships with producers is a perfect fit with WestGen" adds Dennis Serhienko, WestGen Beef Program Manager. Set in the heart of Canada's beef industry, the deal set to be finalized April 30th, 2018; is expected to quickly lead to Bow Valley's Brooks, Alberta location to also become WestGen's headquarters for its beef genetics activities.

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