

## **PRESS RELEASE**

Roussay, 2<sup>nd</sup> September 2008  
Le Foeil, 2<sup>nd</sup> September 2008

### **GROUPE GRIMAUD ANNOUNCES THE CREATION OF A LAYER BREEDING COMPANY, NOVOGEN.**

France - Groupe Grimaud has established a new company, "NOVOGEN", focusing on the genetic selection and distribution of layer breeding stock.

NOVOGEN is a company under French law, with its headquarters at Quintin, Bretagne in France. Groupe Grimaud is the majority shareholder of NOVOGEN.

Under the general management of Mickaël Le Helloco, NOVOGEN S.A.S. focuses on genetic selection, the core business of Groupe Grimaud, and the worldwide distribution of high-quality layer Grandparent Stock and Parent Stock.

In a highly concentrated market that is looking for alternative suppliers, NOVOGEN offers competitive layer breeds for the brown, white and tinted egg production adapted to the different market segments, as well as for the conventional (cage) markets, as for the alternative markets.

NOVOGEN is supported by a global sales network and the expertise and experience of the technical specialists of one of the major animal breeding companies in the world.

With the recent developments of Groupe Grimaud, a maximum of synergies will also be implemented at the research and development level.

The creation of NOVOGEN fits logically into Groupe Grimaud's strategy for growth and expansion of its multi-species product range, and will solidify its position in the genetic marketplace.

**NOVOGEN, the latest layer breeding company  
with another view of your business**

**Come and visit us at SPACE, 9<sup>th</sup> - 12<sup>th</sup> September 2008  
Hall 10, Stand A25, Rennes Exhibition Centre, France**

[www.novogen-layers.com](http://www.novogen-layers.com)

**NOVOGEN S.A.S.**

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### **About Groupe Grimaud:**

With an estimated turnover for 2008 of 200 M€ realized in more than 100 countries, Groupe Grimaud is the No. 2 multi-species animal genetics group in the world and develops its businesses in the fields of animal genetics and biotechnologies serving human and animal Health.

Groupe Grimaud employs 1,400 people in its different subsidiaries in Europe, Asia, USA and Brazil.

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