



For Immediate Release

Mike Davis
AgVenture D&M General Manager
Phone: 219-474-3339
Email: mdavis@agventuredm.com

For more information contact:

Chuck Schneider
AVI Business Development Manager
Phone: 888-999-0859
Email: cschneider@agventure.com

AgVenture D&M hires Brian Maxwell, extends opportunities to area growers

KENTLAND, IN (August 20, 2012) – AgVenture D&M has welcomed Brian Maxwell to their distinguished team of seed professionals. Maxwell will serve as Sales and Marketing Manager. Leading the company's sales and marketing initiatives, Maxwell will deploy his 35 years of experience, vision and leadership to work supporting the company's commitment to its customers.

AgVenture D&M General Manager, Mike Davis said, "We're very pleased to have Brian's expertise guiding our sales efforts. His experience and vision align with our goals and will advance our abilities to offer outstanding seed genetics and technologies along with professional, year-round support to every customer."

Davis noted that Maxwell is uniquely suited to AgVenture D&M's seed sales leadership. His career has included seed dealer, district and regional sales management roles in Iowa, Illinois and Indiana. For the past several years, he has led management teams for major regional seed companies.

"I've been very impressed with the AgVenture D&M sales team," said Maxwell. "This is a sales force that is dedicated – not just to its customers, but to its customers' profitability. That makes a big difference." He added, "The business of selling seed is all about taking ownership of your area. Each member of AgVenture D&M is focused on helping their customer capture more profitability on every acre."

AgVenture D&M has continued to expand their footprint across the region. Davis said, "We have great access to cutting edge, high-quality genetics and technologies. AgVenture has outstanding seed industry alliances and vibrant working relationships across the industry. Our customers have access to locally adapted, top-performing seed products along with unparalleled professional seed support throughout the year. It's a combination unlike any other seed offering out there and it's working extremely well."

Davis attributes part of the company's success to innovative AgVenture programs such as the Maximum Profit System™ (MPS). "We don't stop at selling seed. We are committed to working with customers, supporting them with tools and techniques to get the most out of their seed. MPS focuses on dramatically increasing yield, lowering cost per bushel and at the same time, increasing overall profitability. Our growers are embracing the practices and reaping the rewards. With Brian leading our sales team, we look forward to continued growth – for our customers and for our company."

Maxwell and his wife Debbie have been married 36 years. They have five grown children and ten grandchildren. They reside in the Kentland area.

AgVenture, Inc. is the nation's largest network of independently owned regional seed companies. Based in Kentland, Indiana, AgVenture provides this growing network of independently owned and managed seed business owners with seed products meeting exacting standards for quality, together with leading-edge genetics and technology. Since 1983, this unique marketing approach has allowed each individual company to match the hybrids it sells to the specific needs of the geographical area it serves. Combined with professional seed representation at a local level, AgVenture strives to help every grower realize more profit from every field.

###

AgVenture® is a registered trademark of AgVenture, Inc.