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FOR IMMEDIATE RELEASE

BOVANCE ANNOUNCES SECOND YEAR OF SCHOLARSHIP CONTEST

Nov. 19, 2011 – Sioux Center, Iowa –

Bovance is happy to announce the second year of their youth scholarship program, which was won by Brent Sexton from Iowa in 2011. This \$1000 scholarship is open to high school seniors and college students in their first or second year of undergraduate study in an agriculture related field. Students must write an essay between 750 and 1000 words based on one of the following questions:

1. How could genetic preservation and cloning help feed the world in the years to come?
2. If you have a particular cow or bull that has contributed greatly to your herd, or the breed, explain why would you clone her/him.
3. How could cloning be used as part of comprehensive reproductive toolbox of ART (Assisted Reproductive Technology) services in a purebred or commercial operation?
4. How would you explain the benefits and safety of cloning to a consumer/friend who is questioning the value of the technology?

Entries must be received no later than March 1, 2012, with the winner being announced by April 15, 2012. The runner up will receive a free Express Tissue Bank on the animal of their choice (Value \$300) and honorable mention entries will receive a certificate for \$100 off a Genetic Preservation or Express Tissue Bank on the animal of their choice. All entry essays may be used in Bovance promotional materials in the future. For a submission form, please contact Diane Broek at 1-800-999-3586 or Melain Cox at 1-877-4-BOVANCE (1-877-426-8262).

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