

Press Release, March 19<sup>th</sup>  
2014:  
**Ground breaking  
ProCROSS take-off**



As from April 1<sup>st</sup> of 2014, VikingGenetics & Coopex Montbeliarde, two farmer owned A.I. cooperatives, have partnered in launching **ProCROSS** - a subsidiary equally owned by VikingGenetics & Coopex Montbeliarde. The overall goal is to develop the ProCROSS brand and crossbreeding concept on a global scale.

Based on our successful cooperation with the ProCROSS concept, developed in the USA and Europe over the last decade, we at VikingGenetics & Coopex Montbeliarde, have decided to further strengthen our ties, by gathering workforce, knowledge and experience with our distributors around the most innovative concept in the AI industry: ProCROSS.

“ProCROSS has been experienced in many countries by progressive dairy farmers focused on profit. In searching for efficiency, those producers are leaving no stone unturned.” says Claus Fertin, Vice Board Chairman in ProCROSS.

The combination of three unrelated and competitive dairy breeds - VikingRed, Montbéliarde and Holstein - has proven to be the most homogeneous and profitable cross in the dairy business. “ProCROSS is the first crossbreeding program of its kind that allows the combination of high production, reproductive efficiency and health, ensuring a major financial return per cow”, notes Tristan Gaiffe, Board Chairman in ProCROSS.

In the USA, Creative Genetics of California has been a long time distributor for both Viking genetics and Coopex Montbeliarde and become naturally distributor for ProCROSS for the whole American market.

ProCROSS is a trademark brand developed and owned by Coopex Montbeliarde & VikingGenetics. ProCROSS is already a success in USA, Holland, Germany, UK, Italy, Portugal, Spain, Mexico and France - and we expect success in more countries in the future.

Learn more about ProCROSS at: <http://www.procross.info/>

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**CREATIVE GENETICS**  
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