

## Press release

### EAST-WEST SEED EXPANDS IN VIETNAM

Ho chi minh city- October 9<sup>th</sup>, 2009: *East-West Seed Group will announce its Representative Office and officially appoint its Distributor for products under the brand name “Hai mui ten do quoc te”.*

“Hai mui ten do” is known as a top quality tropical vegetable seed brand to Vietnamese farmers since 12 years. Based in all important Asian countries and exporting to over 20 countries, “Hai mui ten do” is a trusted household name to Asian farmers in Indonesia, Philippines, Thailand, India, China and Vietnam.

Recognizing the great potential of Vietnam, the East West Group started in Vietnam with "Hai mui ten do" since 1997, through its Joint Venture Company East West Seed (Vietnam). Now is the right time to also establish the International brand "East West International" (“EWIT” or "*Hai mui ten do quoc te*") through its official Distributor Viet Nong Company, supported by the Representative Office for the East West Group.

Through its Official Distributor, the company will continue to supply the Vietnamese farmers with the vegetable seed varieties that have been so successful in Vietnam before, and also introduce new varieties developed overseas.

Some of the seed varieties, especially of the Cucurbit family, sold under the EWIT brand is treated by the proprietary "Tropcoat" technology, a seed coating technique that will protect young plants from basic fungi and other soil disease during the first 10 days of their life.

The products EWIT supplying to our Vietnamese farmers are: hybrid Hot pepper F1 207, hybrid cucumber F1 702, hybrid pumpkin F1 “Arjuna”, hybrid angle gourd F1 “Rama”, pak – choi “Champion”, Lettuce “Dream”. EWIT will also introduce to the Vietnamese market new varieties with improved traits like hybrid Waxy corn (White) “ Victory 924” and hybrid Violet-white waxy corn “Tim Deo 926, offering better yields to farmers and improved eating quality to consumers.

Through its Representative office, the East West Group will conduct feasibility studies to establish applied Research & Development activities in Vietnam with an estimated investment of \$US 10 mio. It will also use the Rep office to support its distributor in offering technical guidance to vegetable farmers.

At present, the East West Group has over 10 Research stations in Asia, concentrating its DNA marker Research Center at Chiangmai, Thailand. Here, it's studying previously undiscovered protective genes which can influence the resistance against disease of vegetable plants. The company is interested to also introduce this new technology to Vietnam, banking on the great human talent of well trained plant scientists in the country. If successful, this would allow Vietnam to become a leading force in discovering previously unknown genes and their interactions in tropical vegetables.

Information about East-West Seeds Group of companies:

East-West is a privately held company focusing on Asia. The group first established in Philippines in 1982, where it became market leader, and also holds leading market positions in Thailand, Myanmar, Vietnam and Indonesia. Founding Chairman of East-West Group is Mr. Simon N. Groot, a Dutchman. Since 6 years, East-West started Research and business activities in China and India, the two biggest vegetable seeds market in the world.

Products of East-west are exported to over 20 countries under the brand “ East-West International” and its well known two "red arrows" logo. The Group holds a majority interest in the JVC East West Seed (Vietnam) which sells under the “*Hai mui ten do*” brand and has now opened its Representative Office, supporting its recently introduced second brand in Vietnam; “*Hai mui ten do quoc te*”

Detail information please contact:

Ms. Hoàng thị Dung- Masso PR

Tel:

Email: