



RUMENCO STRENGTHENS POSITION IN MINERAL BUCKET MARKET

Rumenco has strengthened its position in the ruminant feed supplement market with the acquisition by Uniblock Limited of Provimi's molassed mineral bucket business in Ireland. The asset purchase by Uniblock, which is a division of Rumenco, also includes the respected Mixrite brand.

Commenting on the deal Rumenco managing director Nigel Lyon said the acquisition was a further demonstration of the company's commitment to specialist bucket-based supplement manufacture and supply.

"Our Lifeline and Suplayx brands are already well established bucket-based supplements and we continue to work at growing in this market segment. These type of supplements are versatile products widely valued by ruminant livestock farmers and a further strengthening of our position in Ireland makes perfect sense."

Uniblock will continue to manufacture and supply the Mixrite brand from its current production site in Dundalk.

- ends -

Note to editors

1. Rumenco is a market leader in the ruminant feed supplement market. It is a successful company with strong brands. The well-established Rumevite, Supalyx and Lifeline products, in particular, are trusted and valued by livestock farmers in the UK. The company has forged robust partnership relationships with the agricultural merchant trade based on its branded products and contract manufacture.

February 5th 2013

Issued by David Butler, ABC Ltd

Tel: 01694 731777

E-mail: david@abccomms.co.uk

The text of this news release can be downloaded directly from the ABC Press Centre at www.abccomms.co.uk