



A GROWMARK[®] Company

For Immediate Release
March 17, 2015

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SEEDWAY NAMES INTERIM DIRECTOR OF MARKETING

(Hall, NY): Matt Robson has been named Interim Director of Marketing for SEEDWAY, LLC. He will assume marketing responsibilities while assisting management in developing a long term staffing plan for the marketing department.

Matt has been Marketing and Communications Coordinator at SEEDWAY for four years where he has been involved in all aspects of SEEDWAY's advertising, promotion, wearable and hybrid corn research program. He has been instrumental in working closely with SEEDWAY's Marketing Plan Dealers as well as leading literature development and production. Matt grew up in the farming community of Hall, NY and through his family's operations has a broad depth of understanding and experience in agriculture. Matt is a graduate of Keuka College, earning a bachelor's degree in Business Management and Marketing.

Headquartered in Hall, NY, SEEDWAY, LLC operates nine locations in five states from Vermont to Florida. A full-line seed company, marketing farm and turf seed in fourteen Northeast and Mid-Atlantic states and vegetable seed from the US Rocky Mountains to the east coast and the southern provinces of Canada, SEEDWAY, LLC is a subsidiary of GROWMARK, Inc., Bloomington, IL. For more information visit www.seedway.com.

SEEDWAY, LLC • PO BOX 250 • HALL, NY 14463 • www.seedway.com