



A GROWMARK[®] Company

For Immediate Release
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SEEDWAY NAMES CHIEF COMMUNICATIONS OFFICER

(Hall, NY): SEEDWAY has announced the promotion of Bruce Ulmer to the position of Chief Communications Officer. In this new senior position Ulmer will assume expanded responsibility for communications, marketing and vendor relations across SEEDWAY's farm, turf and vegetable seed business units, working in conjunction with the SEEDWAY Chief Operating Officer and management team to develop and implement new approaches and initiatives to meet the Company's long-term goals.

A 26-year seed industry veteran, Bruce has been part of the SEEDWAY team for 22 years, holding multiple positions, most recently as Director of Marketing and Employee Education. Ulmer serves on the Geneva, NY Chamber of Commerce Agricultural Council and is Vice President of the Pink Pumpkin Patch Foundation Board, an organization devoted to raising breast cancer research funds and awareness through specialty pumpkin promotions.

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.

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