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**FOR IMMEDIATE RELEASE**

**John Wyffels Promoted to President of Wyffels Hybrids**

**GENESEO, III.** (July 24, 2017) — Wyffels Hybrids has announced the promotion of John Wyffels as its new president. After a decade of extensive business experience, Wyffels joined the company as its Vice President of Finance and Administration in 2013. Wyffels has worked across all departments of the company, after being promoted to the company's Chief Operating Officer (COO) last year.

His recent promotion comes at a time of significant growth throughout Wyffels Hybrids, as it works to meet the increasing demands of corn growers.

"I'm privileged to have the opportunity to lead the most passionate, free thinking, and customer focused team in the seed business," said Wyffels. "I feel a tremendous responsibility to the corn growers planting Wyffels Hybrids on their farms and I am excited about the future and tremendous opportunity ahead of us."

Wyffels succeeds his father, Bill Wyffels, Jr. in the role after being president of Wyffels Hybrids for more than 40 years.

"John grew up immersed in the business and he understands the culture. From dinner table stories about the dreams, and challenges to participating in customer calls and company meetings, he's been there," said Bill Wyffels, Jr. "He has an invaluable backdrop of hands-on experience and has worked across all departments of the company. John understands the drive and pride that goes into each aspect of Wyffels Hybrids."

Bill Wyffels, Jr. will continue to be a co-owner and active member of the company's leadership.

**About Wyffels Hybrids**

Seventy years ago, Wyffels Hybrids was established with a vision to produce seed that could help friends and neighbors be more successful. That promise has resulted in significant growth and opportunity as Wyffels continues to build a team of employees who share that vision for the seed business, and passion for serving customers.

Wyffels Hybrids, headquartered in Geneseo, Ill., is one of the nation's largest independent seed corn companies. Focusing strictly on developing and marketing elite corn hybrids, the company is dedicated to providing corn growers in Illinois, Iowa, Southern Wisconsin, Southwestern Minnesota, Southeastern South Dakota and the Ohio River Valley with exceptional products, the latest agronomic information, and unmatched customer service and product support. To learn more or request information, visit [www.wyffels.com](http://www.wyffels.com) or call 1-800-369-7833.

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