

Press Release

XiteBio Welcomes Bob Reekie to Their Team

Bob Reekie, XiteBio's new business and product manager

WINNIPEG, Canada (February 2, 2015): XiteBio is pleased to announce the appointment of Bob Reekie as their new Business & Product Manager, effective February 2, 2015. He will be based out of Regina, Saskatchewan area.

Bob Reekie has a long history of excellence in sales, marketing, and business development with Bayer CropScience (BCS), and most recently as a BCS consultant. His roles at Bayer CropScience have included Director of Cereal Crops Marketing Canada, Director of Marketing Western Canada, Director of InterAg, and Cereal Portfolio Manager.



His extensive and wide-ranging experiences demonstrate his commitment towards the agriculture industry. Bob will be involved closely with XiteBio's Business, Sales & Marketing endeavors and will provide leadership in promoting XiteBio's products, technologies and business growth objectives.

Dr. Manas Banerjee, President & CEO of XiteBio, says "Bob's passion & dedication to the ag industry, sales & distribution knowledge, and business expertise make him a strong addition to XiteBio's team. Garry Van Den Bussche, Director of Sales & Marketing at XiteBio, adds "Bob Reekie is well known and experienced with Canadian agricultural inputs. He understands grower and retail needs, and his strategic thinking will be an added value to the team."

Please join us in wishing Bob every success in his new role at XiteBio.

ABOUT XITEBIO TECHNOLOGIES INC.

XiteBio Technologies Inc. is a privately owned Canadian ag-biotech company. XiteBio's head office and IRD Centre is located in Winnipeg, Canada. XiteBio researches, develops and markets innovative and value-added ag-biological products for today's and tomorrow's farmers. XiteBio's product line includes: inoculants, biofertilizers, additives, plant growth regulators, biopesticides and organic fertilizers. XiteBio's primary focus is to provide next generation ag-biologicals solutions to the distributors/dealers and farmers with environmentally friendly, unique and efficacious products with cost-competitive pricing.

FOR FURTHER INFORMATION:

Manas Banerjee
CEO, XiteBio Technologies Inc.
Phone: 204-257-0775
E-mail: Manas.Banerjee@xitebio.ca
Website: www.xitebio.ca

Matthew Doering
Communications Team, XiteBio Technologies Inc.
Phone: 204-257-0775
Email: Matthew.Doering@xitebio.ca
Website: www.xitebio.ca