

Press Release

XiteBio Revamps Western Canadian Sales Team

XiteBio Technologies Inc. Introduces New Additions to Western Canada Sales Team

WINNIPEG, Canada (December 21, 2021): XiteBio Technologies Inc. is pleased to welcome four new additions to its Western Canada sales team. David McAulay is the new Regional Sales Manager for Western Canada. Mike Sefton and Jesse Forsberg are the new Sales Agronomist for Southern Saskatchewan/Southern Alberta and Northern Saskatchewan/Northern Alberta, respectively. Robert Herbachuk is the new Associate Sales Agronomist for Manitoba. Shawn Rowson is the current Agriculture Sales Representative for Manitoba.

David McAulay, brings over 16 years of sales, marketing & account management experience in the ag input sector, having previously held management and coordinator roles with South Country Co-op, Valleyview Consumers Co-op, Omex Canada, P&H and BASF.

Mike Sefton brings over 20 years of sales, marketing & retail management experience in the ag input sector, having previously worked for Nutrien, CPS, Richardson Pioneer and multiple Co-op retails.

Jesse Forsberg has spent the last several years as an agronomist with GMAC's Ag Team and prior to that worked for Agracity Crop & Nutrition while simultaneously completing an Agribusiness degree from the University of Saskatchewan.

Robert Herbachuk recently completed an Agronomy degree from the University of Manitoba, during which time he held various positions with BASF, Paterson Global Foods & McCain Foods.

Shawn Rowson is the current Agriculture Sales Representative for Manitoba. For the past 6 years, Shawn has worked closely with retailers and growers to promote XiteBio as a leading source of inoculants and ag-biological solutions in the region. Mike Kupper will no longer be working for XiteBio.

"I am excited to be joining XiteBio and working with a team that has over 30 years of experience in the ag industry. Our professional team is always willing to find a solution for our customers whether for today or tomorrow" says David McAulay, XiteBio's Regional Sales Manager for Western Canada. "We are thrilled to share the knowledge and experience of our sales team with distributors, retailers and growers to help them make the best agronomic decisions for their operations" says Dr. Manas Banerjee, CEO at XiteBio. Please give any of our sales team a call for your inoculant and ag-biological needs and they will more than happy to serve you in your area.

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 & value-added inoculants & ag-biological products for today's and tomorrow's farmers. XiteBio's products in North American market includes: SoyRhizo[®] for soybean, and PulseRhizo[®] for pea, lentil & faba bean, are premium inoculants powered by AGPT[®] (Advanced Growth Promoting Technology). XiteBio[®] Yield+ line is available for oilseeds, cereals, legumes and tuber crops and features patented phosphate-solubilizing PGPR technology. The new XiteBio OptiPlus[®] is also available as an in-furrow application for soybeans throughout North America.

FOR FURTHER INFORMATION:

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