

News Release



**FOR IMMEDIATE RELEASE:
July 18, 2005**

Asmark Institute Welcomes Richard Cote'

Owensboro, Kentucky -- Richard Cote' has joined the Asmark Institute to oversee several special projects vital to the development of the new organization. Cote' is the past Division Manager of the Catalog Publishing Division of an international communications, book manufacturing and electronic publishing company. He has extensive experience working with a wide variety of businesses and associations. "Richard brings a wealth of experience and knowledge to the development of the new Institute," said Allen Summers, President of Asmark. "He has a tremendous gift for business development and we are very proud to have him on our team as we work towards launch of the new institute later this year".

- 30 -

Asmark Institute:

The Asmark Institute is the leading resource center for agricultural retailers in the United States. Working exclusively through the state associations and in cooperation with the national organizations, the Institute acts as a resource center for compliance materials and services, develops common sense solutions to new regulatory requirements, monitors enforcement activity for uniformity, and supports industry efforts to ward off adverse regulation. The Institute is a private, non-profit organization that provides a forum for state and national organizations to effectively collaborate on issues for the benefit of the nation's agricultural retailers.

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