

News Release



**FOR IMMEDIATE RELEASE:
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Dedication and Launch of the Asmark Institute

Owensboro, Kentucky -- U.S. Senator Jim Bunning, U.S. Representative Ron Lewis and other officials gathered in Owensboro on September 1st to dedicate and launch the Asmark Institute. More than 70 participants gathered from around the country to celebrate the announcement held at the Institute's office and training facility. The event officially marks the transition from Asmark, Inc., a privately-held company, to the Asmark Institute, a non-profit educational entity. The new Institute will serve as a national resource center designed to assist agricultural retailers with regulatory requirements through their state association.

U.S. Senator Jim Bunning said, "That Allen and Susan Summers and their partner Randy Lawrence having donated Asmark to the agricultural industry as a non-profit institute is selfless, impressive and demonstrates humility and compassion which is unique with the people of Kentucky." "It is a wonderful story and I'm very pleased to be here to celebrate the dedication of the Asmark Institute."

"One of the greatest opportunities we have as human beings is to serve others. Allen and his partners see something more important than making a profit. They are making a valuable contribution to their industry and the nation. Regulations are complicated and to have the Asmark Institute helping retailers through the maze is an important and invaluable service" said U.S. Representative Ron Lewis.

David Adkisson, President of the Kentucky Chamber of Commerce, Elisabeth Magill, President of CDMS, Inc. and Lloyd Burling, Past President of the Illinois Fertilizer and Chemical Association praised the new organization for its innovative actions and the passion and attention to detail demonstrated over the years.

As part of the dedication and launch a new website was unveiled at www.asmark.org.

"Today marks the start of a new era in which associations will be better equipped with resources to service their membership and offset the consequences of consolidation, all while genuinely providing help to retailers across the country," said Allen Summers, President of the Asmark Institute. "There have been no shortage of ideas in the past, only a shortage of resources to give their ideas legs to start and wings to fly. Now, state associations will be able to offer a wide variety of sophisticated assistance for regulatory requirements."

- 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.