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PRESS RELEASE

FOR IMMEDIATE RELEASE

June 1, 2015

Standlee's Recent Leadership Changes to Drive Forage Innovation

Kimberly, ID

Standlee Hay Company, the leader in growing and distributing Premium Western Forage® products, announces several leadership changes effective June 1, 2015.

Dusty Standlee has become Chief Executive Officer and President. Dusty's experience in the forage industry started at an early age with his grandfather, Gene Standlee, before joining his father, Mike Standlee, at *Western Alfalfa Farms* which later became *Standlee Hay Company*. He has worked in almost every facet of the company and took on an active management role in 2002.

Standlee also welcomes Scott Plew to the company as Chief Financial Officer, Executive Vice President and minority owner. Scott will assume responsibility for the Finance, Marketing, Sales and Procurement functions at *Standlee Hay Company*. Scott has been closely involved with the Standlee Companies as a consultant on financial and planning matters.

Mr. Plew joins the company from *Cooper Norman CPAs & Business Advisors* where he became the youngest partner in the history of the firm. During his 11 year tenure at Cooper Norman, Scott developed a wide range of skills and expertise related to strategy and tactical development, operational improvements and financial assessment that make successful companies more successful. He also has an extensive knowledge of agricultural-based businesses.

Additionally, Standlee Hay Company is promoting Bobby Delgado to Vice President of Standlee Hay Trucking, and Bob Ballensky to Vice President of Supply Chain. Mr. Delgado & Mr. Ballensky have also become minority owners of Standlee Hay Company. Their roles, expertise and leadership are essential for the company's continued success in the forage category.

Mike Standlee, Founder and CEO, of Standlee Hay Company, will be stepping away from his daily responsibilities as CEO to help drive new growth and innovation at Standlee Premium Western Forage®. Mike will also continue to be an active participant on the Standlee Executive and Advisory boards, fulfill a leadership role on the Forage Innovation Committee and oversee special projects. Leveraging his over 40 years of forage and agribusiness experience, Mike will continue to will drive innovation at Standlee well into the future.

Two key objectives with these recent leadership changes are: (1) *Improve Customer Service* and (2) *Better Align the Company in the Marketplace for our Customers and Consumers*. "Standlee Companies have true passion for the forage industry and a deep appreciation for the core values that drive our business." states Mike Standlee. "This deep-rooted perspective is the foundation for the company's leadership role and innovative drive within the forage category. These changes inject incremental expertise, fresh perspectives and high energy into our leadership team and supports our continued commitment to deliver the highest quality premium western forage to our valued customers and consumers around the globe." continued Standlee.

All leadership changes were effective on June 1, 2015.

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Standlee Hay Company is a family-owned forage company located in Southern Idaho. Founded in 1981, Standlee Hay grows and manufactures a wide variety of high quality forage-based products including bales, cubes & pellets under the Standlee Premium Western Forage® brand. Standlee Hay also manufactures jojo's BEST™, a premium line of feed and bedding products for rabbits, guinea pigs and other small companion animals. Standlee Premium Western Forage® and jojo's BEST™ products are sold throughout the United States and the World.