



## NEWS RELEASE

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### **JBS United Announces Launch of Key Communication Tool**

#### **New OptiPhos® Website Provides Customers with Key, Up-to-Date Information on Global Scale**

**SHERIDAN, Ind., September 19, 2007** – Following the launch of OptiPhos, the most technologically advanced phytase enzyme product available, JBS United has announced the unveiling of a new website aimed at providing up-to-date information for pig and poultry producers worldwide. The new website is located at [www.optiphos.net](http://www.optiphos.net).

“The OptiPhos website provides livestock producers throughout the world with research and product information to help them improve animal nutrition, while at the same time improving the environment by reducing the amount of phosphorus that is released onto land”, noted Mike Shingler, Director of Marketing and Public Relations for JBS United.

OptiPhos helps pig and poultry producers better address the challenges of managing diet quality, diet cost and animal waste by further improving their animals’ utilization of phosphorous. Through the use of OptiPhos, producers can substantially enhance their animals’ diet by better utilizing the phosphorus present in feed grain, thereby reducing the use and expense of inorganic phosphorus supplements.

Extensive research conducted by JBS United in concert with leading universities and large pig and poultry producers has shown that OptiPhos releases nearly two times more phosphorus from feed grain in pigs and three times more in poultry than competitive phytase enzymes.

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OptiPhos also significantly reduces phosphorus levels in manure and litter, which allows producers to better manage the environmental impacts of using manure or litter as a fertilizer. Reduced levels of phosphorous in animal waste extends the number of years producers can apply manure or litter to farmland, reduces the amount of land required for safe manure/litter application and reduces the overall risk of adverse environmental impacts.

JBS United is currently marketing OptiPhos in the United States, Asia, and Central and South America.

### **About JBS United**

Since its founding in 1956, JBS United has been dedicated to providing research-based solutions to enhance animal nutrition and livestock production profitability.

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