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Bret Hobbs Joins TechMix Global Bovine Team

Minneapolis, February 26, 2018 – TechMix Global announces the appointment of Bret Hobbs as Bovine Sales Account Manager of their Southwest Territory. Hobbs brings with him a vast knowledge of serving agricultural operations in the Southwest. He has developed great working relationships with the dairymen in the Southwest through his work with United Dairymen of Arizona and Ivesco and has always been an ambassador to the industry. Hobbs holds a Master of Education degree in Agriculture Education and a Bachelor of Science degree in Agricultural Education from Texas Tech University out of Lubbock, Texas.

At SarTec Corporation, Hobbs focused on executing the sales process for grain conditioner systems, grain conditioners, and feed additives throughout his territory. His ability to understand his customers has led to great growth.

At Parnell Living Sciences, Hobbs worked in Texas, New Mexico, Arizona, Oklahoma and Kansas and managed the sales process of the fertility suite for Parnell through distribution channels, veterinary clinics, and direct to farm. “Bret will be a great addition to our team as he focuses on our Southwest territory. His experience working with the different channels will be very valuable to TechMix,” says Mike Nelson, TechMix Global president. “His experience in a variety of agricultural roles as well as his consistent results of growth will be instrumental as TechMix continues to grow our company in North America and globally.”

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About TechMix Global: Since 1983, TechMix has been manufacturing and marketing BlueLite®, the most recognized brand in bovine hydration. It is often recognized as “Gatorade for animals.” TechMix innovates with dairy producers, veterinarians, nutritionists and universities around the world to provide the best hydration products to protect animals and producer investments. The TechMix dairy product lineup includes Bovine BlueLite®, Bovine Fresh Cow YMCP®, Rumen Yeast Caps® and Calf Restart® to help dairy producers manage stress events from birth to transport by providing the right hydration at the right time. TechMix is redefining hydration to

keep dairy herds drinking, eating and producing.