

## **INFORMA ANNOUNCES STAFF ADDITIONS, PROMOTIONS, REORGANIZATIONS WITHIN THE COMPANY**

Informa Economics, Inc. Chairman of the Board and Chief Executive Officer Bruce Scherr and Informa Economics President and Chief Operating Officer Tom Scott recently announced several additions to the company's staff, promotions and reorganizations within the company.

Rita Carreira joined Informa Economics as a statistician within Informa's Livestock, Meat, Poultry and Dairy Group. Her work focuses on modeling efforts associated with the *MarginQuest*<sup>TM</sup> program. Prior to joining Informa, she worked at the University of Arkansas as a researcher in the Department of Agricultural Economics and Agribusiness and as a visiting assistant professor in the Department of Economics. She also worked for Tyson Foods as an econometrician where she developed forecasting models to assist the Commodity Trading and Risk Management group. Carreira's past research focused on natural resource economics, econometrics and mathematical programming methods. She did her undergraduate work in economics at the University of Coimbra, Portugal. She has masters and doctorate degrees in agricultural economics from Oklahoma State University with a graduate minor in statistics.

Riley Higby joined Informa as a member of the company's Project Consulting Group, with responsibilities for financial analysis and market research. Prior to joining Informa, Higby was a management consultant with Lookout Ridge Consulting (formerly Salisbury Management Services) in its Pacific Northwest office. At Lookout Ridge Consulting, he specialized in consulting roles that included financial analysis, succession planning, and management consulting for agri-business and production agricultural operations. Higby grew up on a commercial cattle operation in western Idaho. He earned his bachelor's and master's degrees in agricultural economics with a minor in accounting at the University of Idaho. While at the University of Idaho, he was an intern with the Livestock Marketing Information Center, studying cow-calf economics and management information systems. Higby's graduate level thesis focused on an economic analysis of Pacific Northwest apple production as well as the impact of specific management practices.

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Clay Lee joined Informa's Memphis office as a feed grains analyst in the company's Crops Group. Lee interned as an economist for the USDA's Economic Research Service in Washington, D.C. where he conducted international policy analysis of the Country-of-Origin Labeling (COOL) legislative practices. He has presented research at the Arkansas Crop Protection Association's annual meeting to illustrate how historical weather data can be used in computer simulation models to allocationally tailor efficient farm-management decisions. Lee has completed his juris doctorate degree with heavy specialization in the field of agricultural law and has been admitted to the Tennessee Bar. He received his bachelor's degree in animal science from the University of Tennessee-Knoxville and his masters and law degrees from the University of Arkansas-Fayetteville.

Chen Liu is a consultant within Informa's Project Consulting Group where his primary responsibilities are industry and market research. His recent focus is on the US vegetable oil market and pet food industry. Prior to joining Informa Economics, Liu was a graduate research assistant at Purdue University, analyzing commodity prices and exchange rate fluctuations. Before attending graduate school, Liu interned in the Corporate and Investment Banking Division of Citibank (China) Co. Ltd. as an investment analyst and in the Marketing and Sales Division of SYWG BNP Paribas Asset Management Co., Ltd. as a financial representative. Liu received his bachelor's degree in finance from Beijing Normal University and received his master's degree in agricultural economics from Purdue University. His native language is Chinese.

Crystal Carpenter was promoted to a Senior Consultant within Informa's Project Consulting Group where her primary responsibilities are research and analyses in support of projects for a range of consulting clients, including those involving the development of second generation biofuel feedstocks such as jatropha, camelina, algae, miscanthus, and sweet sorghum. Other areas of work include oilseed processing, renewable fuels, animal feed and distillers dried grains industry analysis and econometric modeling.

Jon Hall was promoted to Vice President and Director of Information Technology. Hall directs Informa Economics' Information Technology Services by developing and executing strategies for all technical services. Hall is instrumental in the development of new technology solutions for clients in areas such as information delivery, decision-making analysis tools, and various programs associated with Informa's *MarginQuest*<sup>™</sup> business practice. He also works with the executive management team to develop and refine strategic goals, growth targets, objectives in technology innovation, goals for operational delivery, and technical performance. His responsibilities also include management of all software and database development, intranet/internet development, technical infrastructure and disaster recovery for Informa Economics.

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Informa's Scherr and Scott also announced some reorganization within the company.

Senior Vice President James Allwood was named Director of Sales and Marketing in charge of the company's sales activities, providing leadership in sales efforts while maintaining focus on Informa's strategic goals. He assesses potential opportunity areas for business growth; coordinates sales operations within the company; develops, maintains and works to improve business relations with Informa's clients; seeks and targets new customers and sales opportunities; and initiates action plans to approach and secure new business for the company. Previously, he was leader of Informa's Energy Services, providing comprehensive commodity consulting and risk management services in energy and renewable fuels. Prior to that work, he provided profit risk management consulting services to companies reliant on food and agricultural products as primary inputs or market opportunities.

Senior Vice President Ken Eriksen was named the leader of Informa Economics' Transportation, Industrials and Energy Services Group. In this capacity, he directs the group's efforts in client service, research, risk management, consulting and events. Since joining Informa in 2001, Eriksen has led Informa's transportation services, and co-led Informa's consulting practice. Eriksen regularly speaks on transportation and infrastructure issues and developments, and is an expert witness in the area of transportation, logistics and supply-chain matters.

Senior Vice President Juan Sacoto was named leader of Informa's Project Consulting Group, for which he directs research and analyses for international and domestic consulting projects. His work involves market assessment, financial and competitive analyses, economic modeling, business strategy, international economic development, economic impact, risk management, and acquisition/investment due-diligence studies. He has extensive knowledge and experience analyzing most agricultural, food and related markets, including grains and oilseeds, feed ingredients, livestock and meat, vegetable oils, fisheries, fertilizers, fruits and vegetables, grain storage, farm equipment and the renewable fuels industry, particularly biodiesel. He also has extensive experience evaluating agribusiness and renewable fuel projects across several regions, including Latin America, Europe and Africa. He is fluent in Spanish and has broad cross-cultural training.

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*Informa Economics, Inc., a division of Informa plc, is a world leader in comprehensive agriculture, food industry, agribusiness and commodity research, information, analysis and consulting. With a core team of research analysts and consulting specialists, Informa Economics serves many of the world's leading agribusinesses. Headquartered in Memphis, Tennessee, the company has offices in Washington, D.C.; St. Paul, Minnesota; Winnipeg, Canada; London, England; Brussels, Belgium; and Sao Paulo, Brazil. It is the company's economic expertise and client base that combine to provide unique insights and strategic and long-term planning for agribusinesses around the world. For more information, visit the Informa Economics Web site at <http://www.informaecon.com>.*