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Ceres Expands Distribution Network to Carry Growing Seed Product Line

THOUSAND OAKS, Calif., April 18, 2016 /PRNewswire/ -- [Ceres, Inc.](#) (Nasdaq: CERE), an agricultural biotechnology focused on forage and feed crops, announced today that it has expanded its distribution network for its forage sorghum seed products. The announcement follows favorable product performance results from its new line of improved hybrids, which are used to grow hay and silage for dairy and beef cattle.

With a larger network, Ceres plans to make its latest generation of products more widely available this season following multiple seasons of pre-market testing and sales to dairies, feedlots and forage producers. Ceres recently announced that in commercial plantings and pre-commercial field evaluations, including independent university tests, its improved forage sorghum hybrids demonstrated yield and other performance advantages over existing products on the market. Higher yields per acre and improved forage quality increase the value of the crop and make it possible for dairies and feedlots to produce more milk and beef per acre.

Since April 2015, the company has more than tripled the number of distributors carrying its products, including new seed outlets in Texas and Wisconsin. Ceres' distributors will carry its premium [Blade](#) brand or private label seed products. The company also markets its products directly to forage producers.

"With superior products validated by independent sources and a larger sales and distribution network, we expect to surpass last year's sales," said Richard Hamilton, Ceres President and CEO. By combining higher yields and quality enhancements with sorghum's natural drought tolerance, he noted that Ceres intends to use its breeding advances and traits to increase the productivity of forage sorghum and expand sorghum production beyond its historical acreage.

Ceres is currently accepting seed bookings for its Blade brand hybrids for spring and summer plantings. For its Blade brand seed, Ceres' quality assurance processes include the use of genetic markers to screen out off-types and low performing seed during seed production. The company also automatically includes premium seed treatments for no additional charge. Seed customers can book seed of Blade forage sorghum hybrids at www.BladeSeeds.com.

About Ceres

[Ceres, Inc.](#) is an agricultural biotechnology company that develops and markets seeds and traits to produce crops for animal feed, sugar and other markets. The company's advanced plant breeding and biotechnology platforms, which can increase crop productivity, improve quality, reduce crop inputs and improve cultivation on marginal land, have broad application across multiple crops, including food, feed, fiber and fuel crops. Ceres markets its seed products under its [Blade](#) brand. The company also licenses its biotech traits and technology, including its [Persephone](#) genome visualization software, to other life science companies and organizations.

Ceres Forward-Looking Statements

This press release may contain forward-looking statements. All statements, other than statements of historical facts, including statements regarding Ceres' efforts to develop and commercialize its products and technologies, anticipated yields and product performance, status of crop plantings, short-term and long-term business strategies, market and industry expectations, future operating metrics, and future results of operations and financial position, including anticipated cost savings from the company's restructuring plan and projected cash expenditures, are forward-looking statements. You should not place undue reliance on these forward-looking statements because they involve known and unknown risks, uncertainties and other factors that are, in some cases, beyond Ceres' control. Factors that could materially affect actual results can be found in Ceres' filings with the U.S. Securities and Exchange Commission. Ceres undertakes no obligation to update publicly, except to the extent required by law, any forward-looking statements for any reason after the date the company issues this press release to conform these statements to actual results or to changes in the company's expectations.

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