



THE GLOBAL LEADER IN GMO IDENTIFICATION

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**FOR IMMEDIATE RELEASE**

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**GENETIC ID OFFERS DISCOUNTED TEST FOR LIBERTY LINK  
RICE TO ARKANSAS RICE GROWERS ASSOCIATION**

*Special offer to members of the Arkansas Rice Growers Association*

(Fairfield, Iowa, March 23, 2008). The discovery of unapproved Liberty Link (LL) rice in US rice supplies has caused significant economic losses to American farmers. To ensure that farmers plant non-LL seed this spring, Genetic ID, the global leader in GMO identification, is offering a 10% discount on LL tests to all members of the Arkansas Rice Growers Association.

**World-class GMO testing, fast turnaround, volume discounts**

The Arkansas Plant Board is requiring that all rice seed processors submit samples for LL testing. Genetic ID is on the Arkansas Plant Board list of LL rice-testing labs and is fully accredited to ISO/IEC 17025, the highest international standard for laboratory accreditation.

Genetic ID offers Arkansas Rice Growers Association members the following benefits:

- World-class GMO testing laboratory conveniently located in southeast Iowa
- Quick turn-around time for testing—3 to 4 days

- American-owned and operated, dedicated to the interests of American agriculture
- Highest standards of independence and impartiality
- Highest standards of confidentiality and information security
- Responsive and timely customer service

Genetic ID also offers additional discounts for volume testing, including 10% for 10 or more samples and 20% for 20 or more samples.

For questions, or to submit samples for testing, call one of our account managers toll-free at 1-888-229-2011, or e-mail [info@genetic-id.com](mailto:info@genetic-id.com).

See [www.genetic-id.com](http://www.genetic-id.com) for full text of Arkansas Plant Board Regulation on LL Rice.

### **About Genetic ID**

Since 1996, Genetic ID has been recognized as a global leader in GMO detection. The company's DNA-based technology detects all commercialized GMOs and precisely detects and quantifies genetically modified material in a wide range of raw crops and processed foods. Genetic ID's method has been proven on tens of thousands of samples for major food and agricultural companies worldwide.

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