



THE GLOBAL LEADER IN GMO IDENTIFICATION

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FOR IMMEDIATE RELEASE

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**KENNETH ROSS APPOINTED AS CEO OF TRANSGLOBAL ALLIANCE ID, INC.,
PARENT OF GENETIC ID**

(Fairfield, Iowa, December 4, 2006)—TransGlobal Alliance ID, Inc. (TAID) has appointed Kenneth Ross as its new Chief Executive Officer. TAID is the parent company of the Genetic ID, CERT ID and Global ID Consulting companies with offices in the U.S., Japan, Brazil, the UK and Germany. Genetic ID was founded in 1996 and has been a leader in the development of DNA-based technologies for the detection of genetically modified organisms in crops such as corn, soybeans, canola and cotton. CERT ID is the world's leading non-GMO certification standard and is employed by agribusinesses worldwide that want to assure their customers that their products are non-GMO. CERT ID also certifies agricultural producers for social and ethical responsibility through its ProTerra certification standard. Global ID Consulting offers technical and advisory services to food producers and processors on a range of food safety and food purity issues. Mr. Ross will be leading TAID's expansion around the world as the company diversifies its product and service offerings in a range of areas related to the production and sale of safe, healthy and ethical food.

Before joining TAID as CEO, Mr. Ross served on the Board of Directors of the company for the prior two years. He has also served as President and CEO of technology, health and food industry companies including the Atrium Information Group, Inc., PackageNet, Inc. and Orthonix LLC. In addition, Mr. Ross has been a Board member of a number of technology and life sciences companies including Technical Advances, Keyboard Advancements, SpeedSys and Full Partner. Mr. Ross received his B.A. from the U. of Wisconsin-Madison and his M.B.A. from New York University.

Mr. Ross said he expects to build upon Genetic ID and CERT ID's reputation as recognized industry leaders in GMO testing methods and certification. Genetic ID's ISO 17025-accredited GMO testing technology detects all commercialized GMOs and precisely detects and quantifies GM material in a wide range of raw crops and processed foods. CERT ID Non-GMO is an independent



certification that uses Genetic ID testing as part of its third-party certification programs for non-GMO IP production systems and products.

For more information on the TAID family of companies or an interview with Mr. Ross, please call Alex Moreno at 641-492-9979 ext. 135, email info@genetic-id.com, or visit the websites of Genetic ID and Cert ID at www.genetic-id.com and www.cert-id.com.