



Catalyst International, Inc. To Focus On Biotech

OMAHA, Neb. — Dr. W.E. Julien, president and founder of W.E. Julien & Associates, an international consulting and product development firm founded in 1984, and founder in 1994 of Biovance Technologies, Inc., announced the information of a new subsidiary: Catalyst International, Inc.

Headquartered in Omaha, the firm offers total marketing services for carefully selected clients who have innovative biotechnologies for domestic and foreign agribusinesses.

In making the announcement, Julien said, "Catalyst International is uniquely positioned and uniquely qualified to help clients develop and expand new and existing markets for biotechnology. Over the past four decades my associates and I have developed a valuable network of contacts, friendships, and working relationships here and abroad. This network includes sales

agents and distributors throughout the Pacific Rim, North and South America, the United Kingdom, Europe, the Middle East, and Australia.

"Marketing in the biotech age requires a holistic blend of communications skills and technological proficiency. As part of a world economy, it also requires experience and sensitivity to the nuances of doing business in other cultures.

"Our mission," he said, "is to serve clients who have environmentally friendly technologies for the commercial and companion animal industries, and to explain and market these technologies to the end users. To accomplish this mission we will use worldwide network, the experience, intellectual resources and creativity of our group of scientists, engineers, and marketing professionals."

To learn more about Catalyst International, call Kathy Petersen at (402) 571-5591.

High-Value Specialty Crop Opportunities Exist

RALEIGH, N.C. — At a press conference organized by Kings, Inc. and Pilot Therapeutics Holdings, Inc. (OTC Bulletin Board: PLTT.OB), Kings announced plans to introduce high-value, specialty crops grown in North Carolina for the food, biotechnology, and pharmaceutical industries.

In addition, Kings, a wholly owned subsidiary of Associated British Foods plc (FTSE: ABF), a U.K. company with \$6.4 billion in annual revenues, announced the establishment of its global headquarters in Winston-Salem, N.C.

Kings is a leader in the supply-chain management of high-value, specialty plant-derived products, where sustainability, assuredness, continuity, and traceability are key drivers for its customers. Managing risk out of the supply chain and delivering cost-effective, turnkey solutions for businesses dependent upon natural and inherently variable and unreliable raw materials is a core competence.

Pilot, a Winston-Salem-based specialty pharmaceutical company with a portfolio of pharmaceutical products and clinically validated over-the-counter (OTC) medical food products, plans to be a primary beneficiary of the announcement by Kings.

"By collaborating with Kings, Pilot ensures superior and consistent quality of the specialty oils that are the active ingredients in Pilot's botanical drug and medical food products," said Floyd H. "Ski" Chilton, Ph.D., Pilot's president and chief executive officer. "Kings' rigorous, scientific 'soil to oil' approach to crop sourcing and extract delivery is required by and perfectly complements

Pilot's rigorous pharmaceutical approach to natural product development."

"Because of our synergies with Pilot and our belief that Pilot's products have tremendous market-growth potential, we are locating our global headquarters in Winston-Salem," explained Andrew Hebard, Kings Inc., chief executive officer. "In addition, we recognize that the fertile ground of North Carolina could be conducive to growing specialty crops and with the support of the state's proactive agricultural community, North Carolina is an appropriate place to build agri-based businesses."

He added that, in cooperation with North Carolina State University, Kings has contracted with North Carolina growers to plant test crops this spring, with the intention of planting significant acreage of its specialty crops, including crops for Pilot's products, next year. Kings contracts approximately 250,000 acres of premium "identity preserved" crops directly with growers around the world. Introducing new high-value, specialty crops to North Carolina could have a major impact in the agricultural growing and processing community, Hebard predicted.

State and local officials — including North Carolina Agriculture Commissioner Meg Scott Phipps, North Carolina State University Chancellor Marye Ann Fox, Ph.D., former Governor James B. Hunt, now practicing law at Womble Carlyle Sandridge and Rice, and S. Lawrence Davenport, chair of the not-for-profit Golden LEAF Foundation — participated in the press conference, commending Kings and Pilot for their efforts to positively impact North

Carolina's economy.

"The state of North Carolina and the Department of Agriculture and Consumer Services are honored to welcome Kings," said Commissioner Phipps. "We believe that the strategic relationship between Kings and Pilot is a key example of how North Carolina's great agricultural traditions can be wedded to the state's newer economy — namely the biotechnology and pharmaceutical industries — to benefit the people of North Carolina, the nation, and the world. We look forward to hearing more exciting news from Kings and Pilot in the months and years to come."

North Carolina-based Pilot Therapeutics is a development stage specialty pharmaceutical company that has developed a robust pipeline of pharmaceutical product candidates and clinically validated over-the-counter (OTC) medical food products. A world leader in fatty acid metabolism, Pilot has pioneered Functional Liponomics (TM), a proprietary, state-of-the-art research platform combining fatty acid and genomic profiling, and has used this research to develop or acquire product candidates for asthma, coronary heart disease, cystic acne and cancer. Pilot is in the process of filing an Investigational Drug Application (INDs) for its lead pharmaceutical product candidates, PLT 1731 to treat asthma, and PLT 732 to treat elevated triglycerides associated with heart disease, diabetes, and stroke. Its lead OTC medical food product, AIROZIN (TM), is the first clinically proven OTC maintenance product for the dietary management of asthma, a disease that afflicts approximately 17 million Americans. The company's common stock is traded on the

Case IH Guidance System Conserves On-Farm Resources

RACINE, Wis. — The new Case IH EZ-Guide™ lightbar is a tool to help save valuable input and management resources. The guidance system keeps farm equipment, like tractors and sprayers, precisely on course during field preparation, chemical and fertilizer application, air seeding, and other in-field operations.

This handy helper is the newest element of the Case IH Advanced Farming Systems (AFS) line, adding an extra element of preciseness to precision farming.

"It uses differential GPS (Global Positioning System) information to display how far to the left or right an operator might be from his desired path," explains Ken Lehmann, Case IH product training manager.

The Case IH EZ-Guide lightbar brings producers greater accuracy and reliability at an affordable price, he says. "The bottom line is that you eliminate costly skips and overlaps, assuring more even application of fertilizers, chemicals and the like."

The lightbar package includes a high performance GPS antenna/receiver, as well as a magnetic antenna, a suction cup for lightbar mounting, and a backlit keypad controller that can be conveniently mounted.

"The Case IH EZ-Guide™ lightbar can be used under any conditions day or night, wind or rain, dust or fog with no deterioration in performance," he points out. "It allows you to

extend your hours of operation, accomplishing more and being more productive each working day."

Besides lowering costs by reducing skips and minimizing overlaps, the lightbar eliminates the need for foam markers and their associated ongoing costs. And, even more important, it can help reduce operator fatigue.

"As in all industries, many farms are suffering from a shortage of skilled labor," Lehmann notes. "The Case IH lightbar reduces operator stress and concentration required in the field, allowing for longer work days."

As with other Case IH AFS components, the GPS receiver can be moved to your combine to use with your yield monitor to generate yield maps. A separate harness is required for use with the Case IH AFS yield monitor.

How difficult is its setup and configuration? "Actually, it's very easy," Lehmann says. "The only configuration needed is entry of the swath width."

The Case IH lightbar supports both the free WAAS system and the subscription-based L-Band satellite differen-

tial correction, sold separately. An audible alarm warns the operator when he or she drifts from the swath, crosses the headland or the correction signal is lost.

Free software upgrades are available, and the lightbar carries a two-year warranty. Case IH dealers can retrofit the system to the existing equipment in your tractor, sprayer or combine.

Case IH sells and supports a full line of equipment, parts, aftersales service and financial services through a network of more than 4,000 professional dealers in 150 countries. Farmers who use Case IH equipment for crop and livestock production count on these reliable and durable systems of products. Products include tractors in all sizes; combines; specialty harvesters for cotton, sugar and coffee; hay and forage equipment; and a complete line of tillage, seeding and sprayers linked under the Advanced Farming Systems. CNH Global, N.V., manufacturer of the Case IH brand, is a global leader in the agricultural equipment, construction equipment and financial services industries.

SmartStart Venture ForumSM Seeks Business Plans

TROY, N.Y. — The Empire State Venture Group, Inc. producers of the SmartStart Venture ForumSM, announced that they are accepting applications to present at the second annual event Oct. 2-3 at the Albany Marriott Hotel in Albany, N.Y.

"Last year the SmartStart Venture ForumSM attracted over 100 applications from technology companies from across the Northeast. We selected 36 of these companies to exhibit at the event and 27 companies made eight-minute presentations to the investor community on Oct. 2," said Robert Buckley event coordinator. "To date, nine of these companies have received

some form of funding totaling more than \$20 million. These investments range from \$100,000 to more than \$4 million."

"The rigorous selection process and the exacting training program through which we put the companies last year helped to attract interest in them," said Prof. Frederick A. Provorny, director of the Science and Technology Law Center at Albany Law School and president of the Empire State Venture Group, Inc. "We've been following up closely with the companies that presented last year and many are in serious negotiations with interested sources of funding. In the aftermath of last fall and with the economy overall, few technology venture deals have received funding. Therefore, the fact that nine of our presenting companies have received funding is nothing short of phenomenal."

Companies wishing to present at the second annual event are encouraged to visit the SmartStart Venture ForumSM Website www.smartstartvf.com for completed details on applying.

For additional information, contact Robert Buckley, coordinator, at (518) 283-8890 or e-mail him at bob@smartstartvf.com.



For more information, visit www.pilott.com or www.kings.co.uk.