

FOR IMMEDIATE RELEASE
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**MetaFarms names Stein as Executive Chairman and Chief Innovations Officer,
Becker as President and CEO**

MetaFarms Inc., a leading provider of information systems to livestock producers, today announced the appointment of Dr. Tom Stein as the Company's Executive Chairman, Chief Innovations Officer and Chairman of the Board of Directors, effective January 1, 2012. Mr. Chad Becker will succeed Stein as President and Chief Executive Officer.

"MetaFarms is a trusted leader in livestock production software and technology services," said Dr. Stein. "Our software applications are being used throughout North America to track almost 20 million pigs each day, over 25% the total pig population in the United States and Canada. The time is right for me to focus on leveraging the substantial data that's been accumulated across our customer base. As Executive Chairman and Chief Innovations Officer, I will be leading the development of value-added products and services, analytics, and benchmarking. I look forward to working with our customers to provide insight and value-added services that will help them make better and faster decisions which ultimately improve profitability and sustainability. "

"We are pleased Chad Becker is assuming the roles of MetaFarms President and CEO," said Dr. Stein. "MetaFarms is positioned to expand its software platform internationally and into additional species. We are fortunate to be able to have someone with Chad's ability, experience and proven track record of success. His strong experience in product management, sales, and operations has allowed him to communicate and execute strategies with a focus towards creating customer and shareholder value."

Becker has served as MetaFarms Chief Information Officer and President for the past year. He has served on its Board of Directors since 2006. Prior to MetaFarms, Becker spent more than 17 years with Fair Isaac Corporation in numerous executive positions managing, developing, and deploying advanced analytic software solutions for numerous industries.

"I am excited about leading MetaFarms in the company's next phase of growth and success," said Becker. "The company has built a solid foundation, and I look forward to continuing the path of robust growth and industry-leading innovation."

About MetaFarms

MetaFarms' cloud-based software applications enable livestock producers to more effectively manage and make superior decisions through the use of data.

For more information, go to www.metafarms.com.