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MetaFarms Forms Strategic Business Alliance With Veterinary Consulting Group

MINNEAPOLIS, MN, April 17, 2001 — MetaFarms.com, Inc., a leading provider of software-as-a-service to livestock producers, announced today it has formed a strategic business alliance with the Swine Veterinary Center, St. Peter, MN, a top global consulting veterinary practice. Terms of the relationship were not disclosed.

Under the agreement, the company plans to work with the Swine Vet Center to help Metafarms' clients utilize the veterinary group's proprietary consulting tools, including spreadsheet models, databases, and their renowned training programs.

"Consulting veterinary practices have become leaders in delivering real solutions for health and production problems in modern, large-scale livestock operations," said Dr. Tom Stein, Chief Executive Officer of MetaFarms, also a veterinarian. Stein added that access to Swine Vet Center's diagnostic tools and training materials will add another layer of value-added analytical and benchmarking tools to MetaFarms' total product offering. "The combination of our IT solutions and their production expertise will provide our customers with valuable resources in their continuing efforts to enhance performance."

Dr. Tim Loula, who helped start Swine Vet Center over a decade ago, said they look forward to working closely with MetaFarms. "The opportunity to work with a leader in integrated software allows Swine Vet Center consultants to diagnose production problems quickly and implement corrective measures sooner.

"Our staff has a reputation as 'hands-on' production veterinarians who focus on on-farm education, problem-solving and diagnostics to maximize farm production and efficiency," said Loula. "This will improve our effectiveness. Many of our clients need better management systems that not only flow easily, but provide quality real-time information as well. MetaFarms is an industry leader in providing these applications."

Established in 1990 by Loula and Dr. Paul Yeske, the Swine Vet Center has grown to nine veterinarians working exclusively with swine. The center has served clients in 25 countries and 30 states by providing consulting services to operations of all sizes. Staff veterinarians strive to incorporate and implement new technology at the farm level to assist clients in achieving top 10 percent production and efficiency.

MetaFarms is a leading agricultural application service provider delivering technology services to the livestock industry, including IT consulting, enterprise applications and technical content. The company's first vertical market is the pork industry. MetaFarms' solutions enable producers to more effectively manage their businesses by reducing costs, enhancing yields, improving margins and monitoring animal health more efficiently.

For further information on MetaFarms, visit their web site at <http://www.metafarms.com>. To see MetaFarms' first hosted knowledge management solution for the pork industry, visit <http://www.porknet.com>.