

FOR IMMEDIATE RELEASE
December 1, 2015

Contact: Chad Becker
Phone: (952) 215-3235
cbecker@metafarms.com

MetaFarms names Brian Parker as Vice President of Market Development

Burnsville, Minnesota --- MetaFarms is excited to share that Brian Parker has joined MetaFarms to lead the strategic development of the livestock business unit including marketing, sales, product management and customer success. Brian brings over 15 years of experience developing and executing strategic growth initiatives. He will report directly to Chad Becker, President, CEO and Chairman of the Board. "The timing to bring Parker onboard couldn't be better. With his broad background of technological business development, product management and finance, he brings the experience and focus needed to execute our growth initiatives in the livestock industry."

MetaFarms has grown into the industry leader for livestock production management software services tracking 25% of US and Canada's total swine population. "I am very excited to lead a very talented team dedicated to our customer's success. I look forward to expanding on the solid integrated platform that currently exists by adding additional value driven products and services aimed at giving our clients better visibility into their operations to make timely informed decisions," says Parker. "As MetaFarms looks to link its industry leading production software platform with a broader set of business application needs, Brian's product management expertise will help to ensure value creation for our customers" Becker added.

About MetaFarms

MetaFarms is a web-based software application that helps producers manage their operations via a secure technology platform developed specifically for providing unbiased, in-depth livestock management.

Through its award-winning family of products, MetaFarms provides a comprehensive suite of animal enterprise management applications to help businesses of all sizes and animal species meet the complex challenge of sharing and managing information on demand. The MetaFarms web-based platform is built on world-class database technology that uses the latest standardized tools to allow secure data access – anytime, anywhere. We deliver a full suite of modules to manage your livestock production. All applications are integrated into one platform to maximize insight and value.

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

###