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FOR IMMEDIATE RELEASE

**Jay McCord Joins Pasteuria Bioscience as
Director of Marketing and Sales**

*Will lead commercial launch of Econem™
for sting nematode control into the turf grass industry*

February 22, 2010 – ALACHUA, Fla. – Pasteuria Bioscience (<http://www.pasteuriabio.com>) has hired Jay McCord as Director of Marketing and Sales to lead the launch of Econem™ Biological Nematicide, the first EPA-registered product based on *Pasteuria* spp., for sting nematode control in turf grass. McCord will be responsible for marketing, sales and customer support for Econem and focus on its initial launch throughout the southeastern United States.

"I am very excited to join the team at Pasteuria Bioscience," said McCord, "The *Pasteuria* technology is a breakthrough in offering safe, effective nematode control products. Econem is the first product based on this technology and provides effective control against sting nematodes for golf courses, athletic fields and other turf grass uses."

Jay has over 25 years experience in the turf grass industry. After completing his education at State University of New York and The Ohio State University, McCord joined Nutri-Turf, Inc. (a subsidiary of Anheuser Busch) as Marketing Manager of the sod farm divisions. In this capacity, Jay developed new market opportunities throughout the southeast with an emphasis on golf courses and sports facilities. After this experience, McCord worked with ProSource One as Turf Seed Development Manager and National Accounts. He has also worked for John Deere Golf and Nutrient Technology Partners as a Territory Sales Manager.

McCord is an industry leader and has been active in the Florida Turfgrass Association where he has served on its board of directors for 10 years and was association President in 2006-07. He has volunteered for numerous industry councils and organized the North Florida Regional Turf Seminar in 1995. Currently Jay is serving on the executive board for the Sports Turf Manager Association (STMA) North Florida Chapter. In 2005, McCord received the Allan MacCurrach Lifetime Achievement Award from the North Florida Golf Course Superintendent Chapter serving as a testament to his dedicated service to the industry.

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McCord resides with his wife in Jacksonville, Florida where he enjoys golf, landscaping and Ohio State football.

About Pasteuria Bioscience

Pasteuria Bioscience, Inc. was founded in 2003 in the University of Florida's Sid Martin Biotechnology Incubator. The company was developed to commercialize its revolutionary technology for production of nematode control products based on *Pasteuria* technology.

Pasteuria Bioscience is developing products based on *Pasteuria* spp. to treat major nematode pests in most agricultural crops. Econem is its first product providing sting nematode control for the golf and sports turf markets. Pasteuria Bioscience continues to build its pipeline of products and its intellectual property portfolio through a vigorous development program.

For more information, visit the Pasteuria Bioscience web site at <http://www.pasteuriabio.com>.

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