



Media Release

For more information, contact
Sara Kober
Trans Ova Genetics
1.800.999.3586

FOR IMMEDIATE RELEASE

Trans Ova Genetics Opens New IVF Satellite Center at JC Bar Genetic Center in Livonia, LA.

Aug. 20, 2011 – Centerville, Texas – Trans Ova Genetics announces a new satellite center, in partnership with JC Bar Genetic Center, located in Livonia, LA. JC Bar Genetic Center, a locally owned and operated donor and recipient housing facility located 45 miles southeast of Baton Rouge, known for their excellent donor care, will host the new Trans Ova Genetics satellite center. The new location offers breeders facilities that are closer to their breeding operation and well-equipped to both house and synchronize donors.

The new satellite center will combine the technical expertise of Trans Ova Genetics professional services team with the donor care and attention to detail that is provided by JC Bar Genetic Center. The team will be lead by Shane Bellow, center manager at the Centerville, Texas location who will work closely with James and Brandon Chenevert, owners and operators of JC Bar Genetic Center. With this combination, breeders will not only have the opportunity to multiply the success of their herd, but will be able to do so while being conveniently close to home. The JC Bar Genetic Center location will begin monthly aspirations in August 2011.

While the JC Bar Genetic Center is equipped to house and synchronize donors, clients will also have the option of synchronizing donors at their home and hauling them to the center on the day scheduled for aspiration. The Trans Ova team will aspirate donors at the Louisiana Center and return to the Texas lab in order to fertilize and incubate the oocytes. Viable embryos can then be transferred into Trans Ova recipients, a weaned calf program, or breeders can choose to have their embryos shipped to their homes where they can then be transferred into the breeder's recipients. If the client chooses to freeze the viable embryos, the embryos will be stored at the Centerville, Texas location.

JC Bar Genetic Center also offers export services for embryos produced via embryo transfer. For more information on exporting embryos, contact Brandon Chenevert at 225.718.0725.

"The Trans Ova Genetics team in Texas is looking forward to working with JC Bar Genetic Center as they are very respected in the field of Bovine embryo services," says Shane Bellow, center manager of the Centerville, Texas location. "They provide a safe and comfortable working environment for both technicians and donors. We are pleased to now provide more local service to clients in and around the Louisiana area."

For more information on the new location of Trans Ova Genetics, or to schedule procedures, please contact Trans Ova Genetics Texas Center at 866-924-4586. For more information on the Texas center, or more information on reproductive programs that add value to your breeding operation, please visit www.transova.com.

Founded in 1980, Trans Ova Genetics offers advanced reproductive technologies to help breeders multiply the success of their elite cattle. These technologies include embryo transfer, in vitro fertilization, sex-sorted semen, as well as genetic preservation, and cloning services through Bovance. Trans Ova Genetics also offers several recipient options, including health-certified recipients, Multiplier Herd Program and a Live Calf Program. Headquartered in Sioux Center, Iowa, Trans Ova Genetics has regional centers in Missouri, Maryland and Texas, as well as several satellite stations throughout the United States.

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