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Feed Energy Company Names Troy Shoen as Director of Marketing

Des Moines, IA – February, 2010 – Robert Riley today announced that Troy Shoen has joined the Feed Energy Company as Director of Marketing. In addition to his duties with Feed Energy, Shoen will also head the marketing initiatives for three of Riley's other business holdings, FEC Solutions, Riverhead Resources and Decision Innovation Solutions. Shoen has more than eight years of experience in marketing and branding, research and new market development in the food service, food ingredient and consumer durables industries.

"Troy will be involved in several key areas where we can fully deploy his talents and expertise," states Bob Riley, President and CEO. "Troy's experience will allow us to take a very aggressive approach to new product and market development as well as working to become more knowledgeable about the markets we currently serve. As we focus on a sustainable future, Troy's expertise in managing products and brands will benefit our customers by helping find solutions to the challenges they face."

Troy received his B.A. in Journalism and Communication Studies from the University of Iowa and his MBA from the Henry B. Tippie School of Management at the University of Iowa. Troy recently became one of only 17 worldwide implementers of the Entrepreneurial Operating System (EOS) which helps small businesses crystallize their vision, gain traction and create healthy, functional and cohesive leadership teams.

Feed Energy is an agribusiness firm primarily engaged in processing soybean oil co-products focused in feed, agronomy, dust control, fuel, and industrial and fertilizer applications, with a focus on producing scientifically balanced ingredients to meet customer needs. **FEC Solutions** provides innovative co-product solutions to the bio-fuels industry that enhance producer margins and promotes stability and consistency in the marketplace for livestock nutrition products. **Riverhead Resources** provides business services such as strategy development, business improvement systems and human resource services to owners, managers and leaders of entrepreneurial companies. **Decision Innovation Solutions** is a research company focused on being a catalyst for improved decision-making, resulting in greater client productivity and profitability. All of the companies are headquartered in the original Feed Energy production facility in Des Moines. Additional Iowa production facilities are located in Sioux City and Pacific Junction.

Visit the Feed Energy website at www.feedenergy.com

Visit the FEC Solutions website at www.fecsolutions.com

Visit the Riverhead Resources website at www.riverheadresources.com

Visit the Decision Innovation Solutions website at www.decision-innovation.com

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