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## FOR IMMEDIATE RELEASE

### Brancel Joins Trans Ova Genetics

March 21, 2012 – Sioux Center, Iowa – Trans Ova Genetics has announced the hiring of Tod Brancel, DVM as a new member of its professional services team. Dr. Brancel is based at Endeavor, Wisconsin. In his new position, Dr. Brancel performs numerous reproductive procedures including pregnancy diagnosis, fetal gender evaluation, embryo collection and transfer, and oocyte collection for IVF embryo production.

For more than six years, Dr. Brancel has been developing his skills for bovine in vivo embryo collection, transfer and freezing. He is also proficient in artificial insemination. During the past year, Dr. Brancel has also developed ultrasound skills that have allowed him to proficiently diagnose pregnancies and ovarian function. Before joining Trans Ova Genetics, he was the owner and veterinarian of Brancel Reproductive and Veterinary Services LLC. The business provided reproductive services such as ultrasound examinations, synchronization protocols, herd management and in vivo embryo collection, transfer and freezing to dairy and beef clientele in South Central Wisconsin. Dr. Brancel also owns and manages Next Generation Genetics, where he provides management decisions and general labor for all aspects of a 50 cow registered Angus and Hereford cow-calf operation.

“Tod brings incredible value to Trans Ova in terms of his experience, expertise, and ability to connect with our dairy clients in the Wisconsin region. We are extremely pleased to have him on our team and look forward to the success he brings to our clients,” says Dr. Jon Schmidt, director of professional services for Trans Ova Genetics. “We are committed to helping our clients’ achieve their genetic goals by utilizing the embryo transfer and in vitro fertilization tools with the ultimate goal of advancing and extending the development of superior cattle. Dr. Brancel will help fulfill this commitment through our Wisconsin business unit.”

### Stephanie Ball Also Joins Effort in Wisconsin Region

March 21, 2012 – Sioux Center, Iowa – Stephanie Ball has joined the Trans Ova Genetics’ team as a Technical Services Embryologist, where she will be responsible for processing embryos and oocytes in the lab as well as performing many client service, scheduling, and organizational roles. Stephanie will accompany Dr. Tod Brancel in servicing clients in the Wisconsin region.

Before joining the Trans Ova Genetics team, Ball was employed by Genex, where she gained experience in pregnancy checking, synchronization protocols, and heat detection. She also assisted with flushing procedures, embryo searching, embryo freezing, and direct transfer of embryos. While pursuing her education at Iowa State University, Ball was involved as a undergraduate research assistant for the University’s Ruminant Nutrition Laboratory and Beef Nutrition farm. She also served as a teaching assistant for the animal nutrition and animal reproduction classes.

“Stephanie has been a wonderful addition to our team. We feel her pleasant and charming personality along with her calm demeanor will really be welcomed by the clients she services. Her training has gone extremely well and she is developing into a very talented technician. We are excited for the many inevitable accomplishments from Stephanie and Dr. Brancel as they work together to multiply our clients’ successes,” says Dr. Schmidt.

For more information on the Trans Ova Genetics, or more information on reproductive programs that add value to your breeding operation, please visit [www.transova.com](http://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.