

**Press Release,**

**For Immediate Release**

**Hudye Soil Services Inc. awarded "2011 Retailer of the Year" by Canadian Association of Agri-Retailers.**

February 24<sup>th</sup>, 2012. Winnipeg, Manitoba; At the annual convention of the Canadian Association of Agri-Retailers held in Winnipeg, Man. Feb.22nd-24th. Hudye Soil Services Inc. of Norquay, Sask. was awarded the"2011 Retailer of the Year". The award is presented annually to a Canadian Agri-Retail that demonstrates \* Exceptional Customer Service and Satisfaction \* Effective Employee Relations \* Business Innovation \* Efficiency and Satisfaction \* Environmental Stewardship \* Community and Industry Leadership.

"The Board of Directors decision was unanimous in choosing Hudye Soil Services Inc. for this year's award," reported Delaney Ross Burtnack, President and CEO of the Canadian Association of Agri-Retailers. Accepting the award was Braden Hudye President of Hudye Soil Services Inc., brother James Hudye, V.P., sister Fallon Hudye, Sec.-Tres. and cousin Nathan Hudye, Director. "In our industry this is the Oscars, and we are so proud to have earned this recognition by our peers" commented Braden Hudye.

The Canadian Association of Agri-Retailers headquartered in Winnipeg, Manitoba represents the majority of Farm Inputs (fertilizer, seed, crop protection products) sold in Canada. Their Retail Members provide farmers with the products and services required to produce Canada's agricultural bounty, and their Supplier Members manufacture the products sold by the Retailers.

Hudye Soil Services Inc. is headquartered in Norquay, Saskatchewan. It is a Full Service Farm Supply retail with satellite locations in Kamsack and Sturgis Sask. It was established in 1983 and is owned and operated by the Hudye Family. "Our business model employs a Three Part Platform designed to help our farmer customers become more productive and more profitable." reports Braden Hudye. "Truly, it's our people, our team that makes us who and what we are. We could never achieve this type of recognition and accomplishment without them." reports Hudye.

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