



4001 Lexington Avenue North
Arden Hills, MN 55126

Mailing: P.O. Box 64101
St. Paul, MN 55164-0101

651-375-2222
www.landolakesinc.com

For more information: Rebecca Lentz 651-375-5949

Land O'Lakes Inc. to Acquire FLM+

New partnership will provide additional resources to federated cooperative system

ARDEN HILLS, Minn., Feb. 19, 2015 -- Land O'Lakes, Inc. is acquiring the assets of FLM+, a leading marketing communications and strategic consulting company with expertise in the agribusiness and rural community sector. The acquisition aligns the growth strategies of both companies in serving the agricultural industry.

"Land O'Lakes, together with its member cooperatives, is working to build the talent and provide the necessary resources to fully participate in this great growth industry of food and agriculture," said Chris Policinski, president and CEO of Land O'Lakes, Inc. "This partnership with FLM+ will provide valuable resources within our federated co-op system to drive the growth of our member-owners."

FLM+ will become a wholly owned subsidiary of Land O'Lakes, Inc. The company will retain its employee base after closing, which is scheduled for the second quarter of the year.

FLM+ combines the best practices of consulting firms, communications agencies and learning services companies to help clients realize their growth goals. The marketing communications and consulting services FLM+ delivers to their extensive roster of commercial and producer-funded clients will also be available to Land O'Lakes, Inc. member co-ops to help them better meet their own growth goals and respond to emerging market opportunities.

"Five years ago Phillip Farmer, John Lumpe and I set out to create a new kind of marketing and communications company focused on meeting the needs of agribusiness and rural communities," said Rob McClelland FLM+ president and CEO. "This new partnership will only accelerate our commitment to positively impact our valued clients. We're honored and excited to become part of the Land O'Lakes family."

About Land O'Lakes, Inc.

Land O'Lakes, Inc., one of America's premier agribusiness and food companies, is a member-owned cooperative with industry-leading operations that span the spectrum from farm production to consumer foods. With 2013 annual sales of more than \$14.2 billion, Land O'Lakes is one of the nation's largest cooperatives, ranking 199 on the Fortune 500. Building on a legacy of more than 93 years of operation, Land O'Lakes today operates some of the most respected brands in agribusiness and food production including LAND O LAKES® Dairy Foods, Purina Animal Nutrition and WinField. The company does business in all 50 states and more than 60 countries. Land O'Lakes, Inc. corporate headquarters are located in Arden Hills, Minn.



4001 Lexington Avenue North
Arden Hills, MN 55126

Mailing: P.O. Box 64101
St. Paul, MN 55164-0101

651-375-2222
www.landolakesinc.com

About FLM+

FLM+ specializes in the business of agriculture and the life of rural communities and is focused on setting strategy, aligning teams, framing opinions and creating demand via its team members located in Minneapolis, Minn.; Columbus, Ohio; Washington, D.C.; Indianapolis, Ind.; Chicago, Ill.; Sioux Falls, S.D.; and Kansas City, Mo.