

# NEWS RELEASE



## FOR IMMEDIATE RELEASE

April 26, 2008

### Contact:

Robin Niehaus

317-415-0586

[RNiehaus@abginc.com](mailto:RNiehaus@abginc.com)

### **ABG Hires Thomas Gahm as Director of Branding and Communications Also serves as communications director for ABG parent company, Adayana**

INDIANAPOLIS – Thomas Gahm joins the growing team of professionals at ABG, a global performance solutions company serving clients in the agriculture, life sciences and food industries. ABG is an Adayana company, and Gahm will also serve as director of communications and investor relations for Adayana.

Most recently head of business communications for Syngenta Seeds in Minneapolis, Minn., Gahm brings more than 30 years of marketing communications experience to ABG and Adayana. He has spent the majority of his career serving agribusiness and life sciences clients of national advertising and public relations agencies, including The Integer Group and Meyocks & Priebe in Des Moines, Iowa, and Miller Meester in Minneapolis.

"Branding and communications strategies are complementary to ABG's expertise in learning services and work in tandem to help our clients improve their business performance," said Kathy Toney, senior vice president, industry operations at Adayana.

"We are confident that Tom's proven leadership in these strategic practices areas will help Adayana and ABG bring more value to our clients."

With more than 250 employees in 12 U.S. locations and India, Adayana currently serves clients in three vertical markets – the Federal government sector through VERTEX; agriculture, food, life sciences and non-profit sectors through ABG, and the automotive aftermarket through Adayana Automotive. Adayana's comprehensive performance improvement services include technology enabled learning, enterprise effectiveness solutions, technology integration and managed learning services.

###