



Plant Sensory Systems Forms Subsidiary Company, Just Beets LLC

Just Beets LLC to Sell Plant Sensory Systems' Proprietary Beet Seeds

July 16, 2015 –Plant Sensory Systems, LLC (PSS) announced the formation of a subsidiary company, Just Beets LLC, to produce, sell and distribute PSS' proprietary beet seeds. Beets are an ideal crop for growing on marginal or underused agricultural lands as well as on cropland that is fallow over winter. Growers can profit from the soil conditioning that results from growing beets as well as from the final product. Just Beets plans to target the non-food sectors, such as animal feed and industrial sugar, where beets have the greatest market growth potential. In the US, the single largest feedstock for ethanol fuel production is corn; in Europe it is sugar beet. As a feedstock for biofuel, beets require less water and fertilizer per acre, have lower greenhouse gas emissions, produce more than twice the biofuel per acre compared with corn, and the extracted carbon is fermentable sugar so additional enzymes are not required. Beet sugar can also be used to replace fossil-fuel based chemicals, polymers, cosmetics, and pharmaceuticals. Dr. Kathleen Turano, President of PSS and Just Beets, will manage the interaction between the two companies. Mr. Steve Libsack is the Executive Director of Just Beets and will be responsible for carrying out the mission of the company. Mr. Libsack was formerly the Director of Business Development at BetaSeed/KWS, the largest seller of sugar beet seed in North America.

PSS is developing beet germplasm to satisfy customer needs. One type of beet contains PSS' Nitrogen Use Efficiency and Stress Tolerance (NUEST) technology. The NUEST beets were developed as a biofuel/biochemical feedstock and are larger and have 30% more sugar/acre than traditional beets, which reduces the price of raw fermentable sugar by 20%. A second type of beet germplasm is non-GMO; it fills the niche for a premium animal feed and the extracted sugars could be used for biofuel or biochemical production. PSS is developing hybrids well suited to targeted regions in the US, e.g., resistant to the regional disease pressures or environmental stresses. PSS licenses its germplasm to Just Beets for production and sales.

“We at Plant Sensory Systems are excited to spin out Just Beets for the commercialization of our beet seed and to have Steve Libsack as Just Beets' Executive Director,” said Kathleen Turano, president, PSS and Just Beets. “Steve has been at the forefront of the movement to diversify the use of beets in the US, and we are confident that Just Beets will grow under his leadership.”

About Plant Sensory Systems

Plant Sensory Systems, LLC is a privately held agricultural biotechnology company that develops proprietary plant technologies for sustainable food, feed, fiber, biofuel and bio-based products. Its platform technologies are all based upon scientific principles related to signaling pathways. PSS has expertise in modifying plant metabolic pathways and selects those pathways with real commercial value to develop into high-value products. The company is located in Baltimore, Maryland at bwtech@UMBC Research and Technology Park. www.plantsensorysystems.com

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