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Americot, Inc. Adds Southwest Sales Reps Doug Fairbanks and Dane Higgins

LUBBOCK, TX, December 18, 2009 – Americot, Inc. is bulking up its Southwest sales team with the addition of Sales Representatives Doug Fairbanks and Dane Higgins. In their new roles, Fairbanks is responsible for servicing cotton growers and seed dealers in Hockley, Terry, Gaines, Yoakum and Cochran counties, as well as southeast New Mexico, while Higgins is responsible for Dawson, Martin, Midland and Howard counties, as well as the remaining southern and eastern counties in West Texas.

Americot general manager Terry Campbell is excited about adding these two cotton veterans to his sales team. “Both Fairbanks and Higgins have worked extensively with cotton growers and consultants in the Southwest, as well as in the Midsouth,” Campbell says. “They are well-known and well-respected by cotton producers and they will help enhance Americot’s presence and customer service in west Texas.”

Fairbanks worked the past 14 years for Monsanto, starting out in technical development and spending the last 6 years in sales. Before then, he was a Louisiana cotton consultant. He earned a bachelor of science in agribusiness from Louisiana Tech University, and his masters in plant pathology/crop physiology from Louisiana State University. “I’m real excited about joining Americot and continuing to serve West Texas farmers and bringing them the best products,” he says.

Fairbanks and his wife, Mary Katharine, have been married for 11 years and have an eight-year-old daughter, Katie Ruth, and a five-year-old son, Will Sullivan. They live in Shallowater, Texas.

Higgins worked as a Monsanto sales representative for the past 18 years—three years in the Midsouth and the last 15 in West Texas. Prior to that, he finished his ag economics degree at Lubbock Christian University. “I’m really looking forward to being on the Americot team,” he says. “They have great people and great products for west Texas growers.”

Higgins and his wife, Valency, have been married for 18 years and have a 13-year-old son, Samuel, and an 11-year-old daughter, Anna. They live in Midland, Texas.

Americot, Inc., headquartered in Lubbock, Texas, provides Southwest, Midsouth and Southeast cotton growers with quality planting seed of varieties that offer high yield potential and excellent fiber quality with the technologies that growers want and need. For more information on NexGen® brand and Americot® brand cotton products, call 888.678.7333 or go to www.americot.com.

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