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Hubbard Feeds Invests In Feedlogic Technology

LYNDEN, Wash., — July 13, 2004 — Hubbard Feeds, Inc. (HFI) has purchased dynamic nutrition management technology from Feedlogic Systems, Inc. for a new 2,400-head pork production facility in Medford, Minnesota. The technology will be an integral part of the company's efforts to research new and improved nutritional strategies and sound management decisions that will improve production profitability.

Two of Feedlogic's robotic feed systems and associated communications networks will be installed into each of the 1,200-head rooms the new barn, which is owned and operated by Minnesota hog producer Nick Arndt. Each room in the barn is equipped with four feed storage bins to allow the feeding of multiple treatments. The barn will also be equipped with automatic sorting and RFID tracking technology from Farmweld, Inc.

Using the Feedlogic technology, HFI will be able to feed specific diets to individual feeders and monitor feed intake in real time from remote locations. "Our goal was to find the best possible methods for monitoring and gathering information on nutrition," said Dr. Brad Lawrence, swine nutritionist for HFI. "The Feedlogic system will allow us to monitor daily feed consumption and look at how different nutritional strategies and feed additives impact feed intake."

The Feedlogic system consists of a self-propelled feed delivery unit that travels on a rail and dispenses feed automatically into individual feeders located in each pen. The weight and time of each delivery is recorded and transmitted live via a wireless network to an off-board computer. Each system can be monitored and managed remotely via a landline connection.

Software included with the systems provides users with a simple "virtual barn" view customized to the pen layout and feed bin contents of each barn. Users can obtain instant reports on feed intake by pen over specified time periods. The software can also be used to create and manage feed budgets, as well as monitor feed bin inventories.

Feedlogic Systems CEO Drew Ryder said the HFI investment confirms the value of Feedlogic's technology to commercial hog operations. "Our technology provides HFI personnel with a rich suite of tools to try different nutritional strategies and discover better ways to feed," he said. "With real-time access to feed intake data, they will be able to see trends they could not see before. The design of our system will also allow them to make precise, rapid adjustments to diets throughout the growth cycle.

"Dynamic nutrition optimization is the way of the future. It targets the hog producer's biggest input cost and it provides far better control over the body condition of both sows and finisher pigs. Ultimately, the research by HFI and other companies that invest in Feedlogic technology will benefit the entire hog industry."

About Hubbard Feeds, Inc.

Ridley Feed Operations, (Hubbard Feeds Inc. headquartered in Mankato, Minnesota and Feed-Rite headquartered in Winnipeg Manitoba), is one of North America's leading full-line commercial animal nutrition companies. Ridley Feed Operations has more than 150 sales specialists, 1,800 dealers and 35 feed mills in the United States and Canada. Demonstrating leadership in food safety and bio-security, Ridley Feed Operations is the first and only full-line feed manufacturer in North America to be both ISO 9001 and HACCP registered. For more information, call Hubbard Feeds Inc. at (800) 869-7219, or visit www.hubbardfeeds.com. Ridley's common shares are listed on The Toronto Stock Exchange under the trading symbol: RCL.

About Feedlogic Systems, Inc.

Founded in 2001, Feedlogic Systems, Inc. supplies on-farm feed system technology designed to enhance business intelligence, improve management capabilities, and help cut production costs. With offices in Lynden, Washington and Abbotsford, British Columbia, the company is a pioneer in the development of hardware and software that can provide hog producers with real-time monitoring and management of feeding. It was a recipient of the 2003 Dr. F.X. Aherne Prize for Innovative Pork Production and was rated one of the top three emerging technology companies in British Columbia in 2002 by New Ventures BC. For more information, visit www.feedlogic.com