

MEDIA RELEASE

For immediate release

May 7, 2009



IRONMAN 70.3 CALGARY WELCOMES TITLE SPONSOR VITERRA CALGARY, ALBERTA

Ironman 70.3 Calgary is pleased to announce its official partnership with Canadian agricultural business icon, Viterra Inc. The company will assume the role of title sponsor of the event, now known as Viterra Ironman 70.3 Calgary.

Viterra is a leader in Canadian agriculture and an important player in the global agri-business marketplace. The Ironman brand is synonymous with challenge, hard work and determination, which mirrors Viterra's commitment to high performance and excellence in its business and growth strategies.

"We are thrilled to have Viterra on board," said Lisa Bentley, marketing director of Viterra Ironman 70.3 Calgary. "As an international food ingredients supplier, Viterra is committed to performance excellence and being the best at what it does each and every day. Ironman athletes bring that same principle of achievement to their training and their race. We also rely on healthy food choices to help us make it across the finish line, which is another significant link to Viterra and its role in bringing nutritious products to market that ultimately fuel the health and wellbeing of people around the world."

The inaugural Viterra Ironman 70.3 Calgary will take place August 2, 2009 and will include nearly 2,000 athletes from every province in Canada and from over 20 countries. The race begins with a 1.9 km swim in Ghost Lake with the rural backdrop of the Rocky Mountains in the distance. From there, athletes will ride 90 km from the foothills of the Rockies to the city of Calgary linking the majestic mountains with urban landscape of the city. Then, athletes will run 21.1 km along the scenic paths of the Glenmore Reservoir finishing amidst the beauty of the park.

"Our title sponsorship of Viterra Ironman 70.3 Calgary is a perfect fit for us," said Mayo Schmidt, President and CEO of Viterra. "Our employees are committed to a healthy approach to life. Many of them are involved in sport and fitness in some way, and work with their communities to support health and wellness initiatives. Already enthusiasm is building, with some employees registered for the race and others looking forward to contributing to the event by volunteering, and fundraising for our chosen charitable initiative."

In connection to the sponsorship, Viterra will raise funds for the Shock Trauma Air Rescue Society (STARS). STARS is a non-profit helicopter emergency medical service that provides emergency communications; patient care and transport; education and research; and, fundraising and community partnerships to the people in the communities in which Viterra works and lives.

Tourism Calgary, proud partner and supporter of Viterra Ironman 70.3 Calgary, is pleased to join Viterra, Canada's agriculture leader, in welcoming athletes from around the world to this exciting event.

For more details, please visit www.ironmancalgary.com.

For more information please contact:

Dan Ouimet	Event director	403-400-3743	dan@stridesrunning.com
David Cracknell	Event director	647-388-5644	canada2xu@rogers.com
Peter Flengeris	Viterra Inc.	306-569-4810	peter.flengeris@viterra.ca
Jennifer Lyall	Tourism Calgary	403-818-8984	jenniferl@tourismcalgary.com



Viterra Inc. is Canada's leading agribusiness, with extensive operations and distribution capabilities across Western Canada, and with operations in the United States, Japan, Singapore and Geneva. The Company is diversified into sales and services of crop inputs and equipment, grain handling and marketing, livestock feed, agri-food processing and financial products. These operations are complemented by value-added businesses and strategic alliances, which allow Viterra to leverage its pivotal position between producers and destination customers. The Company's common shares are listed on the Toronto Stock Exchange under the symbol VT. For more information visit www.viterra.ca