



**PRESS RELEASE
FOR IMMEDIATE PUBLICATION**

NUTRI GROUP IS ANNOUNCING THE DEPARTURE OF ITS CEO AND APPOINTMENT OF HIS SUCCESSOR

Claude Dulude announces he is leaving as CEO of Nutri Group with the satisfaction of a job well done and many accomplishments to his credit.

Sébastien Léveillé will become Nutri Group's CEO on March 29, 2021.

Saint-Hyacinthe, Québec, March 4, 2021 – Nutri Group is announcing the appointment of Sébastien Léveillé, agr., MBA, as CEO of the company. He will take office on March 29, 2021 and replace Claude Dulude, who will be leaving the organization after more than eight years of loyal service to focus on personal commitments.

Sébastien Léveillé is an accomplished and well-known leader in the agribusiness industry. He has more than 18 years of experience in strategic planning, organizational management, business development and marketing/communications.



Sébastien Léveillé

He joins Nutri Group after holding several leadership positions at Sollio Cooperative Group (previously La Coop fédérée) since 2008. He was Executive Vice President and Chief Executive Officer of Sollio Agriculture since 2013. He previously held the position of Executive Director of La Coop Pont-Rouge.

“We wish to welcome Sébastien Léveillé as the new CEO,” said Serge Lefebvre, President of Nutri Group. “Sébastien has the vision and skills to efficiently and successfully lead our organization. On behalf of the Board of Directors, we offer him our heartfelt congratulations and wish him all the best in his new role.”

Claude Dulude has made an outstanding contribution to the national growth and development of our “Farmer Owned” business model, which has been enjoying increasing success within the organization.

“The Board of Directors want to thank and acknowledge his dedication and commitment during all those years, his many achievements and excellent leadership,” Serge Lefebvre added.

Claude Dulude will work with his successor to ensure a seamless transition.

About Nutri Group Inc.

Founded in 2005, Nutri Group was born out of the vision of a group of five egg producers who joined forces in 1987 to market their products and those of other producers. Today, this “Farmer Owned” model is applied coast to coast, employing modern and efficient plants to grade and process eggs and enable the Group to market more than 3.5 billion eggs each year, including Omega, free run, organic and other speciality products. Nutri Groupe comprises nine business partners: Nutri-Oeuf, Ovale, Supreme Egg Products, Ontario Pride Eggs, Maritime Pride Eggs, Countryside Farms, Vitoeuf, Les Œufs Richard and Star Egg.

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