

**FOR IMMEDIATE RELEASE**

Alecia Troy  
Senior Marketing Manager  
(408)778-7758  
[atroy@sakata.com](mailto:atroy@sakata.com)

**Sakata Seed America Partners with the National Watermelon Association**

*Morgan Hill, California—February 2013* — Sakata Seed America, Inc. continues to demonstrate support of The National Watermelon Association, Inc. in a new promotion of its triploid watermelon program. Beginning in February (at the National Association meeting), Sakata will make a donation to the National Watermelon Association. As grower support of Sakata triploid watermelon increases in North America and specific sales goals are met, future donations to NWA will increase incrementally.

Sakata's watermelon program is very extensive and includes a wide array of products for all market regions. Key triploid varieties include [Citation](#), [Bold Ruler](#), [Affirmed](#) and [Yellow Buttercup](#), as well as [Ace](#) pollinizer. Sakata also has an extensive array of varieties in the pipeline for growers to consider for future watermelon programs. Sakata invites growers to upcoming watermelon field days held throughout the year in Texas, Georgia, California and Florida.

Sakata Seed America, Inc. is located in Morgan Hill, California. The company has deep experience in commercial and home grown vegetable breeding and production, and in bedding and potted flowering ornamentals. Sakata is committed to providing the highest quality varieties to help ensure success and profitability. Sakata breeders work diligently around the world to develop new and improved varieties that remain at the forefront of the industry.

For more information regarding the Sakata and NWA partnership, please contact Sakata or the National Watermelon Association. For information on samples, products, services or dealers, please call (408) 778-7758 or visit [www.sakatavegetables.com](http://www.sakatavegetables.com).

###

***Celebrating ... Sakata Seed Corporation Turns 100!***

*Sakata has a long history of serving this industry. In fact, we are quite proud that 2013 marks our Centennial year and that we will join the ranks of those few organizations, including the NWA, that have celebrated this milestone. What does one hundred years in business mean for growers? It means they can count on us to consistently bring superior service and innovative products to the marketplace. From quality and reliability to genetic standouts, the industry can rely on Sakata... breeding breakthroughs for nearly a century.*