



Dear Red Alliance Customers and Interested Parties,

We are very excited to share with our customers and friends a few improvements to the Red Alliance program that we believe will add value and strengthen one of the premier Red Angus bull suppliers in the country.

For many years we have fed our bulls at Oklahoma Beef Incorporated (OBI) and have been very pleased with their service and bull development. Over the past 4 years the costs to develop bulls at OBI increased 85% and like many businesses we had to evaluate existing operations and explore more cost effective options. The facility and Tim Stidham at OBI have been great for the Red Alliance team for many years. Considering a change was a difficult decision.

The Red Alliance team explored a number of options and after much discussion, research and consideration the core group has elected to implement changes outlined in detail below. Unfortunately the decision was not unanimous and certain members have elected to pursue a course of action that will be separate from the core group. These former members are the Henderson/Tawwater family and the Richards family. They remain good friends and we wish them well.

We are very happy to announce our new feed test location will be Alfadale Stock Farms in El Reno, Oklahoma. This facility is owned and managed by Peter Jeffrey and his family. Their credentials and expertise in feeding bulls is among the very best in the industry.

Alfadale Stock Farms experience includes developing bulls for the well known Express Ranches for 20 years. In addition they serve in an advisory capacity for Connors State College bull test program. Individual ranchers and various breed associations from all across Oklahoma use the folks at Alfadale to develop their bulls. These folks have a very well established reputation for bull development!

There are two very exciting differences at Alfadale! This facility offers much larger pen space and exercise room for the bulls. Secondly, and perhaps most importantly, Alfadale Stock Farms feed ration is heavily based on roughage consisting primarily of corn silage and hay. We are excited about this change and look forward to the results.

We will continue with our standard 112 day test but our overall bull development program will consist of approximately 155 days on the high roughage ration. It is our expectation that Red Alliance bulls will develop at a more moderate rate of gain than in the past but still meet our stringent standards for overall gain, good feet, good disposition and fertility.

The Red Angus breed is well known for feed efficiency and we expect that our customers will see that reputation is supported through the use of the feed ration utilized by Alfadale.

In conjunction with our move from OBI we have decided to move our sale location to Shawnee, Oklahoma and hold our sale at the Heart of Oklahoma Exposition Center. Shawnee is located approximately 35 miles east of Oklahoma City on Interstate 40. Shawnee is a great city with plenty of restaurants and hotels for sale attendees. The Heart of Oklahoma Exposition Center is literally an "all weather" first class facility that will contain all pens, sale ring and load out areas under one roof in an enclosed building. We believe that this facility will be much appreciated by our customers.

There has been some confusion recently due a notice mailed by North Central Texas College (NCTC) that advised recipients of bull test dates and that all qualified bulls would be eligible for the Red Alliance bull sale. Red Alliance is a closely controlled and managed organization. We are not a consignment sale, never have been and never will be! Former members who have elected to pursue a different course will use NCTC as a feed test location and hold a sale of their own but it will be separate from Red Alliance. All persons should be advised that feeding bulls at NCTC does not qualify participant's bulls for Red Alliance sales.

In summary we have implemented what we believe are great improvements to the Red Alliance program that will continue to produce high quality Red Angus bulls that customers from around the country have grown to expect.

Be sure to mark your calendar and make plans to attend the Red Alliance Sale on March 12, 2011 in Shawnee, Oklahoma.

If anyone should have questions please feel free to contact Kyle Gilchrist at 641-919-1077 or Brian Whisnand at 214-762-8541.

Best Regards,

The Red Alliance Team

The logo for Red Alliance features the word "RED" in large, bold, red capital letters. The word "ALLIANCE" is written in smaller, bold, black capital letters, positioned horizontally across the middle of the "RED" letters.