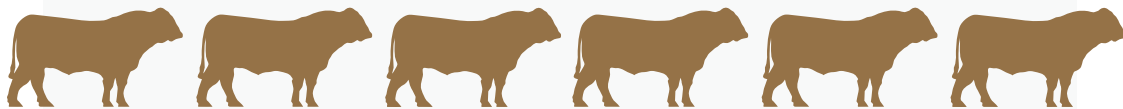


# SPRING FOR A BETTER BULL



## 2010 Spring Draw — April 27 to 29

### Every 2010 bull has a full Igenity profile

At this year's Beefbooster Spring Draw, you'll have more information than ever to make the smart choice for improving your herd. With the Igenity profile of genetic markers, you'll get a solid look at how each bull's genes will predict its desirable traits.

### The Spring Draw is your only chance

As always, you'll have the opportunity to examine the bulls for sale ahead of time. All the Beefbooster bulls will be ready for viewing at 9:00 am each selection day. Bull selection will start at 11:00 am each day. Lunch is served from 11:30 am to 1:00 pm.

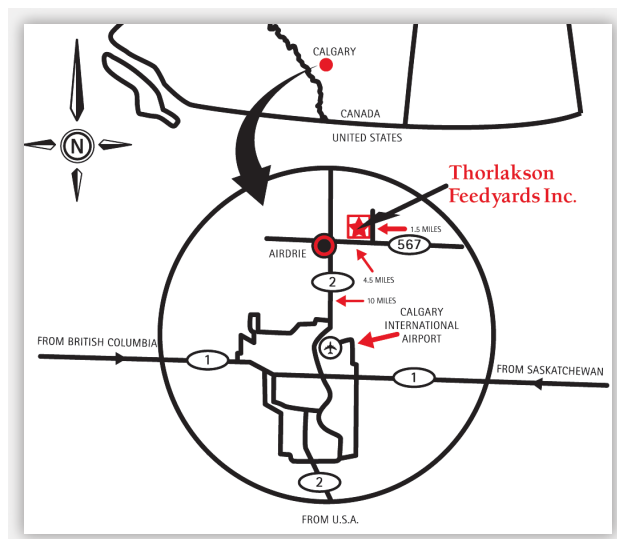
M1/M2 Selection Day — April 27, 2010

M4 Selection Day — April 28, 2010

M3 Selection Day — April 29, 2010

### Thorlakson Feedyards hosts the Spring Draw again

To access Thorlakson Feedyards from Airdrie, head east on secondary highway 567, then north (left) at the Thorlakson Feedyards sign for 1.5 miles.



## Where to stay

### Ramada Inn and Suites

191 East Lake Crescent, Airdrie  
(403) 945-1288 Toll Free: 1-866-945-1288  
Corporate rate (single or double): \$139.99 plus tax

### Super 8 Motel

(around the corner from the Ramada Inn and Suites)  
815 East Lake Blvd., Airdrie  
(403) 948-4188 Toll Free: 1-800-800-8000  
Rate: \$109.99 plus tax

### Holiday Inn Express

(down the street from the Ramada Inn and Suites)  
64 East Lake Ave., Airdrie  
(403) 912-1952 Toll Free: 1-800-465-4329  
Rate: \$129.99 plus tax.

### Best Western Regency Inn

121 Edmonton Trail, Airdrie  
(403) 948-3838 Toll Free: 1-800-558-4844  
Rate: \$108.89 plus tax.

## Welcome to Beefbooster hospitality

We look forward to welcoming you each evening (April 26, 27, and 28) from 7:00 pm until 10:00 pm for our Pre-Draw Event in the hospitality room at the Ramada Inn and Suites. It's a great place to wind down on Selection Day and meet other cattlemen who have been improving their herds with Beefbooster's better bulls for years.

## Terms and conditions

There are no refunds or credits available on bull deposits. There will be a \$3.50 per head, per day charge on all bulls not picked up on your Selection Day. Bulls going out of province are exempt from this charge.

Every Beefbooster bull is guaranteed to be a sound breeder for six months after the date of purchase. Should a bull not meet our high standards, or prove to be a non-breeder, we will settle the matter with you fair and square — just contact the office. Liability is limited to the purchase price of the bull.

## You could win your bull!

As a participant in the 2010 Spring Draw, you'll get a chance to win some great prizes:

- One chance to win a Beefbooster bull in 2010\*
- Two chances to win a certificate of 50% of your Beefbooster bull's value
- Four chances to win a certificate for 25% of your Beefbooster bull's value

Prize winners will be selected at the close of the draw on April 29, 2010.

## Check out our website at [beefbooster.com](http://beefbooster.com)

Besides a wealth of information on the Beefbooster program and our 30 years of accumulated data, you'll also find sale sheets on our website. The sheets will be posted after draw selections are finalized on April 22, 2010. Please contact us at 1-800-668-1529 to receive a copy of the sales sheets in advance or for further information.

**Take the guesswork out of selecting your seedstock. With the Igenity profile on every Beefbooster bull, there's more science on your side than ever.**

# BEEFBOOSTER

26, 3515 - 27 St. N.E. | Calgary, AB T1Y 5E4  
Phone: 1-800-668-1529 | Fax: 403-291-9559  
Email: [info@beefbooster.com](mailto:info@beefbooster.com) | [www.beefbooster.com](http://www.beefbooster.com)

\*Based on the value of our standard Orange Class bull. Prizes are not redeemable for cash. Entrants must be 18 years of age or older. Contest closes April 29, 2010. Chances of winning are based on the number of entries received. For complete contest rules, please write to us.