



NEWS RELEASE

LONE MOUNTAIN CATTLE COMPANY ATTENDS DENVER STOCK SHOW *First showing of Wagyu cattle at livestock show*

GOLDEN, NM (January 17, 2007) -- Lone Mountain Cattle Company (LMCC) was one of many cattle producers in the chilly stockyard during the National Western Livestock Show in Denver, CO January 11-15, 2007. However, Lone Mountain the only pen displaying Full Blood Wagyu cattle.

LMCC shared the pen with another Full Blood Wagyu breeder, Ralph Valdez of Crescent Harbor Ranch, Oak Harbor, WA.

LMCC's display included several bulls: Bar R Sanjirou 4P; LMR Sanjirou 603S bull calf; and an F1 steer (Wagyu x Angus). Crescent Harbor Ranch exhibited CHR Kitaguni 07K, a Full Blood Wagyu bull.

Also, Joe Hoyer of Iowa Imperial Beef visited with producers at LMCC's pen on the advantages Wagyu bloodlines have in enhancing the value of crossbred herds when marketed on the grid-system.

In an effort to explain the benefits of the Wagyu breed to passing cattlemen, the group displayed retail cuts of F1 Wagyu crossed beef and Full Blood Wagyu beef. The comparison of the cuts were surprising to many, Robert Estrin, LMCC owner said.

"The crowds were astonished by the abundant amount of marbling in the cuts of Full Blood Wagyu we had on display," Estrin said. "People could not believe their eyes as they looked at the Full Blood steaks."

The Wagyu breed is gaining strength as more cattlemen consider utilizing Wagyu as a way to improve marketing capabilities through the grid system. Wagyu offer calving ease and great fertility and though longer to maturity and not as heavily muscled as other breeds, they offer superior marbling characteristics with great tasting, healthy steaks. Wagyu-style beef is gaining popularity in the culinary industry as one of the finest meats to grace a white tablecloth.

LMCC plans to attend the National Western Stock Show in 2008, and exhibit several of their seedstock leading up to the production sale on April 19, 2008. For more information about the Wagyu breed and Lone Mountain Cattle Company, contact Robert Estrin at (310) 622-1040.

The Lone Mountain Cattle Company is a Full Blood Wagyu breeding operation located in New Mexico at Lone Mountain Ranch. Their goal is to create the best possible genetics of Full Blood Wagyu, and to be a leading U.S. Wagyu producer. By focusing on genetics, their long-range goal is to establish a Full Blood Wagyu herd of 150 to 300 breeding cows. Superior genetics are the key in taking their herd and yours Beyond Prime.

Robert Estrin *Owner*

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