



NEWS RELEASE

LONE MOUNTAIN CATTLE COMPANY ANNOUNCES GENESTAR TEST RESULTS

Bar R 12P is one of the first American bulls to receive 14 Star status

GOLDEN, NM (March 12, 2007) - Lone Mountain Cattle Company (LMCC), GeneSTAR and ORigen are proud to announce that Bar R 12P Takazakura received the highest possible GeneSTAR ranking, posting 14 Stars. Bar R 12 P Takazakura is a Full Blood Wagyu, three-year-old bull, owned by LMCC.

The GeneSTAR report indicated that Bar R 12P Takazakura had a combination of 14 Stars testing homozygous for all four marbling gene markers and all three tenderness gene markers.

This is one of the only 14 Star ranked bulls in the United States, which confirms the superior genetics LMCC continues to strive for in their herd.

“We are excited about 12P’s results from GeneSTAR,” LMCC owner Robert Estrin, said. “At this time, we are one of the few Full Blood Wagyu breeders in the United States to have a bull with these superior traits. With these new markers, 12P can implement quality marbling and tenderness genetics into our herd and others.”

Bar R 12P Takazakura semen is available for sale on ORigen’s website, www.origenbeef.org

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 rapidly gaining popularity in the culinary industry as one of the finest meats to grace a white tablecloth.

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.