



January 2, 2010

Stock Options Marketing welcomes consignors to the upcoming 2010 Spring Sale Season!

We are excited about the upcoming sale events, which will include the Kentucky Beef Expo Chi Show/Sale located in Louisville, KY, which will be held March 6, 2010, and the Tennessee Simmental Beef Agribition Chi Show/Sale located in Murfreesboro, TN, which will be held March 12, 2010. Both of these events have an excellent track record for offering top quality livestock from both Kentucky and Tennessee breeders as well as from many surrounding states. As breeders and consignors, we encourage you to raise the bar and continue to offer your best genetics.

You may be noticing both of these events are being directed under new sale management, and we are grateful for the opportunity to market your seedstock. With this in mind we are looking ahead to make both these events bigger and better. However we can only do this with your help as a consignor! With you offering only your best open heifers, bred females, bulls and frozen packages in these sales. With your commitment and the combined effort of breeders from Kentucky, Tennessee and surrounding states, we can make these both successful and positive events. Remember, these events have been some of the better consignment sales year after year. The only way we can make them better is for you to continue to offer your best Chianina and Chiangus genetics.

***Please send good quality pictures. If you do digital photos, make sure you shoot them at the highest quality / largest file size. You may email pictures, but to make animal identification easier please put the tattoo number and name of animal as the file name. When scanning pictures, 300 dpi outputs are required for quality purposes.***

Please have your entries to our office by the printed deadline. Please send your information in promptly and correctly to insure that the catalog can be completed on time. *For Kentucky Beef Expo Consignors only*, If you wish to enter your consignment online, go to [www.kychiangus.org](http://www.kychiangus.org). If you have any questions, contact me at 937-533-0169 or visit our web site at [www.stockoptionsmarketing.com](http://www.stockoptionsmarketing.com).

Sincerely,

Kevin Mears, Stock Options Marketing

*Entry forms enclosed, please feel free to make as many copies as needed.*

*Please indicate which event you wish to participate in by circling it at the top of each entry form.*

*Note on the reverse side of this letter are event rules*