



News Releases

April 1, 2005

Canadian Limousin Association Purchases Breed Magazine

Canadian Limousin Association, new owner of the official breed publication, the Limousin Voice.

The Directors of the Canadian Limousin Association (CLA) are pleased to announce that effective April 28, 2005 the Association will become the sole owner of the "Limousin Voice" breed publication. CLA President Rob Matthews stated, "It is with tremendous enthusiasm the Canadian Association membership embarks upon this new endeavor. Communication is a vital tool for any Association and the hard work and dedication that Wayne and Anne Burgess (previous owners of the Limousin Voice) have devoted to the quality and professionalism of this publication is unsurpassed. The CLA goal is to continue publication of the "Limousin Voice" with the integrity it has earned and utilize it as a mainstream communication tool for the membership and commercial industry. The Directors view this development as a marvelous opportunity not only as a great communication tool with the commercial sector, but, as well, a vehicle to increase pride within the membership."

The first issue to be released by the new owners will be the June/July Herd Reference Issue. Debbie Verbonac, Marketing Manager of the CLA will incorporate the duties of Editor and Publisher for the magazine into her responsibilities. The "Limousin Voice" will be published 4 times a year and be complemented by the existing Bottom Line Commercial newsletter twice a year. All existing subscriptions and ad placements will be honored. Enquires regarding placing an ad, or editorial content can be made directly to Debbie Verbonac - 403-253-7309 or dverbonac@limousin.com

Debbie Verbonac lamented, "We are sorry to see Wayne and Anne Burgess leave the business as they have been tremendous ambassadors for Limousin. On a more up beat note we believe the CLA has a tremendous opportunity to build on their good work and we expect the "Limousin Voice" to continue to be a quality publication."

The Canadian Limousin Association is a non-profit, member-owned organization. Its primary function is to maintain the pedigree herd book of Limousin cattle in Canada. It is committed to the betterment of the Limousin breed by way of performance programs, research, education, advertising and promotion. CLA's goal is to add value to the commercial beef industry through the infusion of seed stock Limousin genetics into progressive crossbreeding programs.

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