



NEWS RELEASE

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Canadian Western Agribition Launches New Commercial Cattle Program

REGINA, SASKATCHEWAN – Canadian Western Agribition (CWA), the best beef show on the continent, today announced the launch of a new commercial cattle program, the 'Stock Exchange', which will showcase the best working cattle in the industry.

This new program will be part of the show's 2013 fall line-up.

"Commercial cattle are the lifeblood of the cattle industry," said Reed Andrew, President of CWA. "We want to create an environment that brings in more cattle, people, and commerce."

New to the Stock Exchange:

Bull Pen Alley- A multi-breed show featuring pens of three yearling bulls. This group of bulls will be formally judged and a People's Choice Award will up the stakes and the profile.

The Yards- Exhibitors can use a 20x20 pen to showcase their farm and ranch. A mix of cattle and dry display spaces will attract exhibitors intending to use CWA's captive audience to market their commercial programs.

The Stock Exchange will also feature many of the current program offerings including Bred Heifers, Open Replacements, and Feeder Steers.

Marty Seymour, CEO of CWA says the show expects to see an increase in cattle entries and associated commerce due to the new programming. "The objective of the Stock Exchange is to bring together commercial and purebred beef producers. As the best beef show on the continent, we are the ideal platform for this program." said Seymour.

In 2012, CWA was responsible for over \$5 million in cattle sales as a result of its annual six day show, making it the largest show of its kind in the country.

For more information, and to register in this program visit: www.agribition.com

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Canadian Western Agribition (CWA), located in Regina, Saskatchewan, is the best beef show on the continent and the largest livestock show in Canada. The show is anchored by beef cattle and features horses, bison, sheep, goats and an extensive agribusiness trade show. CWA continues to promote the expansion, development and interest in agriculture. The 43rd edition of CWA will be held November 11-16, 2013.

Canadian Western Agribition

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