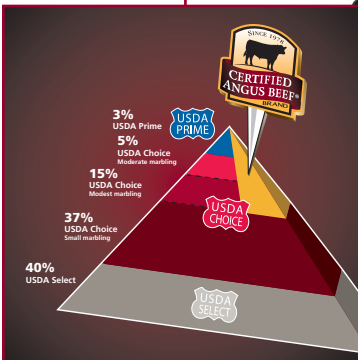
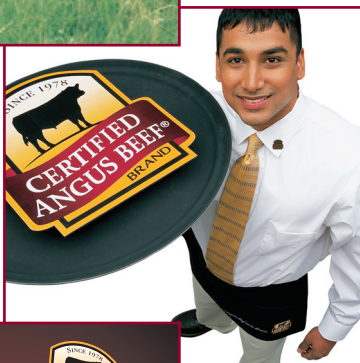
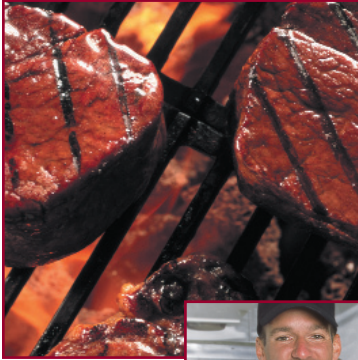




the **FACTS**

Certified Angus Beef® Brand Advantages



No other Angus brand compares

The *Certified Angus Beef*® brand selects for higher quality beef than other Angus brands. Its 10 science-based specifications are so strict that only 8% of all beef qualifies. As the original Angus brand, it excels in product quality and availability and is dedicated to providing innovative services to grow your business.

Brought to you by America's Angus cattle producers

- ✓ Only brand owned by the American Angus Association's SM 35,000 cattle ranchers.
- ✓ Governed by a board of Angus cattle producers.
- ✓ As a nonprofit division of the American Angus Association, we drive your profits — not ours.
- ✓ No other brand works closer with cattle producers and feeders to help them raise exceptional cattle.

The most recognized Angus brand

- ✓ 86% market share of Angus-influenced, top Choice (Modest or higher) USDA certified programs.
- ✓ The brand trusted by the world's top chefs and steakhouses. More than 13,000 businesses partner with the brand in 30+ countries.
- ✓ Independent consumer research shows two out of three consumers recognize the brand as the best, top-quality beef.

Offering the most product sourcing and pricing options

- ✓ The only brand available from 29 plants with a combined share of the U.S. and Canadian fed cattle packing base of more than 85%.

Quality and integrity guaranteed in every box

- ✓ The only brand to track every pound of beef from the packing plant to consumers.

Unrivalled marketing services to grow your business

- ✓ No other brand comes close to matching our marketing services and support. Custom design services, production-ready television, radio and print advertising, photo and video library, and Web site resources, just to name a few.
- ✓ Since 1978, more than \$140 million dollars have been invested in growing the supply of high-quality cattle, marketing the brand, educating your employees and protecting the brand.
- ✓ Industry leader in training your employees through hands-on programs, technology-based and customized tours, and ranch visits.
- ✓ Nearly 100 Certified Angus Beef LLC employees, including three PhDs and nine master's degree professionals in meat, animal science and business, support your efforts.