



## ZOETIS Press Release

FOR IMMEDIATE RELEASE: Final winners chosen for HD 50K and GeneMax™ Sweepstakes from Zoetis  
Five cattle producers earn \$1,000 to improve genetics of their herds

FLORHAM PARK, N.J., Oct. 3, 2013 — Zoetis announces Micah Richert, of Fairfield, Mont., and Jon Morrison, of Soddy-Daisy, Tenn., as the final two grand-prize winners in the HD 50K and GeneMax™ Sweepstakes. As part of this sweepstakes, five producers were randomly chosen to win \$1,000 to use either toward a registered Angus animal with genomic-enhanced expected progeny differences (GE-EPDs) powered by High-Density 50K (HD 50K) or GeneMax testing.

Micah Richert, owner at Open Gate Ranch, is choosing to apply her grand prize toward GeneMax testing. GeneMax is a simple, affordable DNA test that helps aid in the selection, marketing and management decisions for high-percentage Angus heifers and feeder calves sired by registered Angus bulls. Richert and her four siblings run the family's seedstock operation along with their parents. She's grateful for the opportunity to expand the database of information on their herd.

"This grand prize is the best option for our operation because we are always looking at our genetics, ways to improve and to make sure we're heading in the right direction to produce the highest-quality beef," Richert said. "Our goal is to keep our customers going in the right direction."

Jon Morrison, owner of JM Farms, chose to use his prize winnings toward the purchase of an HD 50K-tested bull. GE-EPDs powered by HD 50K help provide a more dependable option for selecting young Angus bulls.

Morrison purchased a bull from **Arrowhead Ranch in Erin, Tenn.**, which he found listed on [genomeXchange.com](http://www.genomexchange.com) <<http://www.genomexchange.com/>>. He said he looks forward to improving his herd with HD 50K.

"We're always looking to better our genetics," Morrison said. "I think we're going to be able to tell what bulls to keep at an earlier age. It was really exciting to see at **Arrowhead Ranch** that there's already data available on bulls at only 5 months of age, before they've ever even had calves on the ground."

Previously announced winners in the HD 50K and GeneMax Sweepstakes include Heath Zuellner of Zuellner Farms, Campbell, Neb.; Kirk McKinney of Autauga Farming Company in Autaugaville, Ala.; and Bob Seaton of Seaton Farm in Cohutta, Ga. McKinney and Seaton plan to use their grand prizes toward HD 50K bull purchases later this year.

Zuellner already has used his grand prize toward the purchase of an HD 50K-tested bull from TC Ranch in Franklin, Neb. “Everything went off without a hitch. My bull was delivered a few weeks after their sale, and I can’t wait to see what kind of calves he’s going to produce,” Zuellner said. “Overall, my experience has been a great one, and hopefully in the years to come we’ll keep purchasing HD 50K-tested bulls and maybe move into testing some of our own heifers and matching up bulls better as well.”

All cattle producers can feel like winners as they maximize Black Angus cattle efficiency with HD 50K and GeneMax, said Michael Amos, associate director, marketing, Zoetis Genetics.

“With more than 1,100 entries, we are pleased with the participation and response for the HD 50K and GeneMax Sweepstakes,” Amos said. “Zoetis is committed to helping producers learn how more-dependable genetic information can help them make better decisions about their Angus cattle.”

To learn more about GE-EPDs powered by HD 50K, visit [zoetisUS.com/genetics](http://zoetisUS.com/genetics) <<http://www.zoetisUS.com/genetics>> or [angus.org/agi](http://angus.org/agi). For more information about GeneMax, visit [cabpartners.com/genemax](http://cabpartners.com/genemax) <<http://www.cabpartners.com/genemax>> . To better understand how both technologies can help you make more-profitable decisions, contact your Zoetis Genetics or American Angus Association® representative.

#### About Zoetis

Zoetis <<http://www.zoetis.com/>> (zō-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on a 60-year history as the animal health business of Pfizer, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. In 2012, the company generated annual revenues of \$4.3 billion. With approximately 9,300 employees worldwide at the beginning of 2013, Zoetis has a local presence in approximately 70 countries, including 29 manufacturing facilities in 11 countries. Its products serve veterinarians, livestock producers and people who raise and care for farm and companion animals in 120 countries. For more information on the company, visit [www.zoetisUS.com](http://www.zoetisUS.com) <<http://www.zoetis.com/>>.

Zoetis is the proud sponsor with the Smithsonian Institution Traveling Exhibitions and the American Veterinary Medical Association of the mobile educational exhibit Animal Connections: Our Journey Together. Families visiting the exhibit will explore the vast bonds between people and animals and learn about the important role veterinarians play in protecting animal and human health. For more information, visit <http://www.zoetis.com/animal-connections-tour/>.

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