

## **Masterfeeds and Remitall Launch New Cattle Feeding Program Alliance**

**\*\* FOR IMMEDIATE RELEASE\*\***

March 16, 2004 LONDON, ON - Masterfeeds Inc. of London, ON announced today that it has launched a new family of beef cattle rations which have been field-tested and endorsed by Remitall Cattle Co. of Olds, AB. The rations will be available through Masterfeeds locations and dealers across Canada beginning March 23, 2004.

"This collaboration between Masterfeeds and Remitall makes a perfect match," says Masterfeeds president and CEO Rob Flack. "The Remitall brand has represented the best in Canadian beef cattle genetics for more than 60 years."

"When you combine Remitall's reputation for quality and performance with Masterfeeds' 75 year history of providing added value rations to the Canadian cattle industry, there's no doubt we've created a recipe for success. Rations you can trust and performance you can see" Flack adds.

From its home base in Olds, Alberta, family-owned Remitall Cattle Co. has been blending traditional values with modern genetics for many decades. The Latimer family has built a legacy of proven results that has earned Remitall a stellar reputation with cattlemen from coast to coast.

"We're proud to be associated with Masterfeeds in this strategic alliance," says Bryan Latimer, on behalf of Remitall Cattle Co. "Remitall has built its reputation on integrity and performance, the same qualities we see in Masterfeeds."

"These new rations are the foundation of our nutrition program at Remitall," Latimer adds. "We aim for top performance from our herd and Masterfeeds is an important part of our formula for success."

Remitall Rations by Masterfeeds includes: Target mineral premixes; Rough'N'Ready beef calf creep feed; and ShowStopper high performance ration. These products have been formulated especially for Canadian cow/calf producers who demand optimum performance and value.

Committed to food safety, Masterfeeds Inc. is celebrating 75 years of serving Canadian livestock and poultry producers.

For more information, contact Rob Flack, President and CEO, Masterfeeds at (519) 685-4300 or Bryan Latimer, Remitall Cattle Co. at (403) 556-2968.