



Press Release

31st January 2011

New Global Online Auction Site Launched

Two of the fastest growing breeding companies in the world are delighted to launch a new online cattle auction site called www.globalcattleonline.com. Sterling Sires Ltd, a UK owned and run company and GenerVations, a Canadian owned and run company, will be launching the new site with its first Holstein Embryo Sale "The Best of the Best" which will run from Feb 14th to 21st 2011.

While the first sale will feature 25 incredibly exciting Holstein embryo lots from the UK, Canada, USA, Italy & Germany the site will also hold sales of live cattle and embryos from all breeds, in fact a sale of Aberdeen Angus embryos is planned for March.

Commenting on the new site Paul Westaway, owner of Sterling Sires said "The cattle breeding industry is a truly global business and I believe that UK breeders have developed some of the very best Dairy and Beef cattle in the world. It is our aim, with our new auction site, to use the power of the internet to wave the Union Jack and champion these great cattle all over the world".

David Eastman commented, "With the arrival of genomics it is now easier than ever before to identify genetically exceptional animals, regardless of where they live. The new online auction will make it easier for breeders from any country, to buy or sell embryos of interest! It confirms GenerVations philosophy that good genetics have no boundaries!"

The auction site is online now and has an on-line catalogue for the first sale ready for viewing. "The Best of the Best" embryo sale starts at 8.00am GMT on Feb 14th 2011, and runs until 22.00 GMT on Feb 21st.

Ends

For more information please call

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Or visit

www.globalcattleonline.com

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A Copy of the new sites Logo is attached