

FOR IMMEDIATE RELEASE: Dallas, Texas -

Historic Texas and Internationally known “CAMP COOLEY RANCH”, to be sold.

International Real Estate consultant and marketer engaged.

Iconic Ranch is expected to sell in early 2011.

Almost 11,000 acres big, and one of the last of its kind, this amazing ranch is rich in history, natural beauty, surface and subsurface water with an abundance of improved Coastal Bermuda grasslands, as well as minerals. One of the largest ranches in central Texas, it boasts incredible rolling topography, lakes, timber, wildlife, and wetlands. Historic Camp Cooley Ranch also incorporates a 1000-acre high fenced exotic game preserve. (The oldest in operation in Texas). Camp Cooley, “the cattle ranch”, is perhaps the best known modern day icon and ranching operation of its type in the United States, as well as, internationally.

Owner Klaus Birkel announced today that the ranch is to be sold, formally putting the entire multifaceted property on the open market. “Now we are selling the ranch in its entirety . . . lock, stock, and barrel!” said Birkel, “It’s time for this ranch to enter, with a new owner, into its third chapter of history. We fully expect that it will be sold early in 2011”.

Birkel stated that international real estate marketer and consultant, Bernard Uechtritz, has be engaged to manage and coordinate the sale of the historic ranch along with all remaining assets.

Steeped in history, Camp Cooley was a legendary civil war muster point and recruitment camp under Captain “Charles G. Cooley” in 1863. Camp Cooley is also located in what was Comanche Indian territory, and is a short distance from Historic Fort Parker, where in 1836 Cynthia Ann Parker was captured at the age of five during the infamous Comanche raid and massacre of her family.

Consisting of approximately 10,600 surface acres, assembled from more than 40 tracts in the early 1950s, the ranch includes lush grasslands, oil and gas mineral rights (with production), and wetland preservation mitigation credit opportunities, as well as, Texas oldest exotic wildlife game and hunting preserve. This preserve was once a private retreat for bygone era Texas tycoons and famous politicians, including Lyndon Johnson and Texas Governor John Connally. Camp Cooley remains an ongoing operation which incorporates significant infrastructure and improvements that offer a sophisticated multi-level turnkey cattle operation opportunity, along with various other current and future revenue streams.

Birkel, for the past sixteen years, has built a revolutionary, robust, and internationally recognized successful seedstock cattle operation on the ranch, running as many as 4500 head of cow/calf pairs and up to 2000 head of bulls on the fertile pastureland. During these years, Birkel introduced and spearheaded a genetically focused, co-op engaged and customer based, end product (steak on your plate) business model that revolutionized the cattle business and became a benchmark of quality and success in the industry.

Global Downturn

Unfortunately, business interests in non-ranching investments were adversely impacted by the recent global recession and, like many others, Birkel has been forced to adjust his entire business portfolio and interests, recently making the decision to divest of the entire seedstock operation and today, the ranch in its entirety.

Most ranches of this type are located miles from civilization. This property is located in the middle of the triangle of Austin, Dallas, and Houston, an area with more than 11 million people only minutes from Bryan-College Station. Camp Cooley boasts the best of the old west, combined with modern day infrastructure . . . an incredible lakeside main residence, an executive office complex, meeting rooms, fiber optics, security and communication systems, a sophisticated computer monitored water well system covering the entire ranch as well as a network of other homes, barns, workshops, buildings, first class breeding and cattle workstations, multi-use sale pavilion and much more, all interconnected by approximately 84 miles of internal road systems.

Uechtritz stated, "Whether the new owner is a conservationist, a cattleman, a hunter, an oil and gas operator, or all of the above, Birkel's decision to give up one of the crown jewels of Texas represents an extremely rare opportunity, with a myriad of end use, revenue and ownership possibilities, perhaps even the subdivision into three or more large stand alone operations. I expect it to sell quickly, as it's the last of its kind, and we are today launching a marketing initiative with a particular emphasis on international prospects as well as nationally qualified buyers".

Uechtritz, is known for his expertise in complex real estate transactions of large ranches, unique estates, and extraordinary property worldwide, such as his successful sale of the infamous stigmatized Calabasas “Menendez Estate” (brothers Erik and Lyle shot gunned their parents, José and Kitty) in California and locally in Texas, his ranch transactions include the famous J.L. Williams, “HTC Ranch” near Tyler, and the “Lone Oak Ranch” near Marquez, not far from Camp Cooley. He can be contacted at 214 608 8567 or by e mailing CampCooleyRanchSale@gmail.com .

About Klaus Birkel.

Klaus Birkel was born and raised near Stuttgart, a highly industrialized area of southern Germany. In 1874 the family started a small milling and flour food business and by the early 1980s they were the third largest pasta producer of the world. In 1981, Birkel was named CEO of the B. Birkel & Sohne GmbH. His innovative ideas helped to create joint ventures, new products, and marketing blitzes that helped to change the food industry in Europe. Under his leadership the company revenues grew from DM 190 million to DM 450 million.

In 1991, seeking new business opportunities and believing in the American way of life, Klaus Birkel purchased Camp Cooley Ranch. Through the years he has successfully guided its “*Breeding the Best Better*” and “*Quest for Excellence*” business philosophies as it became one of the leading seedstock producers in the beef cattle business worldwide. Birkel’s establishment of Ultimate Genetics, along with other Camp Cooley-based ranching and business model initiatives, made the Camp Cooley brand synonymous with quality and customer service. Klaus Birkel’s pioneering ideas, with a focus on genetics and customer service, are regarded as having revolutionized the modern cattle industry.