



4297 Camp Cooley Road  
Franklin, TX 77856

January 9, 2011

Dear Friends and Customers of Camp Cooley Ranch:

I want to take the opportunity to thank all of you for the confidence and trust you have placed in my operation over the years. Camp Cooley was a cattle operation with the goal of continual genetic improvement while introducing new technologies and services to help its customers improve the quality of their herds and increase their profit margins. I am proud to say we achieved this goal and made Camp Cooley Ranch into the second largest beef genetic supplier in the United States. I have to thank my employees, both past and present, which have helped me to fulfill the Camp Cooley vision.

The past three years have not been in easy in my key business, residential real estate. We suffered as the rest of the nation suffered. In addition, the economic consequences of the wildebeest accident were more serious than we could ever have foreseen. These challenges have forced me to adjust my entire business portfolio.

Therefore, today I announce my decision to sell Camp Cooley Ranch and give the ranch and my employees the chance to create a new legacy under a new owner. It is my intention to transfer an operational ranch, with a positive cash flow, to a new owner so that the new start will be smooth. All current activities will continue . . . all consulting services we are providing, products we are selling, grazing leases, etc. will be conveyed.

I wish all of you a prosperous, healthy, and happy new year,

Klaus Birkel