



Cattlesoft, Inc.

FOR IMMEDIATE RELEASE

October 2008

**CATTLEMAX CS—NEW RELEASE BY CATTLESOFT, INC.
OFFERS BETTER MANAGEMENT THROUGH BETTER RECORDS**

COLLEGE STATION, TX—Cattlesoft, Inc., celebrates ten years of helping cattle producers succeed with the release of CattleMax CS—the most advanced version yet of their cattle management software.

Cattle producers are watching as the cost of fuel, feed and fertilizer steadily rise, and they are looking for new ways to reduce expenses or increase value. More producers are realizing the need to better manage their cattle and identify less productive cows, or find ways to differentiate their cattle in the beef commodity market.

With these rising input costs and need for improved management practices, Cattlesoft has developed CattleMax CS to ensure producers have a better tool than ever before to fully utilize the cattle information they record and make informed decisions.

CattleMax CS helps producers find a balance between the reporting and analysis tools they need and the ease of use and time-saving features they want. Cattlesoft has worked with producers to create a system that is easy to navigate and quick to update.

Thousands of producers worldwide have found a solution to improved cattle management with CattleMax CS. Some of them are trying to differentiate their cattle by participating in age and source verification or branded beef programs, both of which require good cattle records. Others have improved their culling methods by keeping information that helps identify their most productive breeding cattle. Even more have found ways to optimize their breeding program for the genetic and performance traits they are looking for by keeping more detailed records in less time with a software program.

For more information on the new CattleMax CS, or to request a free trial version, visit www.CattleMax.com, or contact a customer representative at 877-454-2697.