

Sullivan Ranch

GENETIC PROGRESS

Sale IV

Saturday afternoon, May 26, 2007 • 1:00 p.m. CDT

Sullivan Ranch Headquarters - Hillsboro, Texas

Selling 118 Head plus Frozen Embryos in 98 Power-Packed Lots!



DSUL - The Cows Make the Difference!

DSUL Genetics at Work..



DSUL Norma Jean - Hannibal x DSUL Sweet Evelyn 179

Supreme Champion Female 2006 Iowa Winter Beef Expo
Supreme Champion Female - Both Days
2006 Iowa Summer Beef Expo
Supreme Champion Female of the 2006 Iowa State Fair
Supreme Champion Female of the
2006 American Royal Junior Show



2007 Oklahoma Youth Livestock Expo
Reserve Champion Low Simmental Female
3C Macho x Barbie 9122
Raised by Pastisover Ranch



DSUL Lexis 62
Hoo Doo Prince x Hoo Doo Lizzy 2069
Undefeated Charolais Champion Female
Shown by the Elder Family
Full brother sells in this sale!



DSUL Madison Girl
Lifeline x WB/DSUL Madison 236
Division Champion Maine Anjou Female
2007 Houston Livestock Show
Sold in the Sullivan Ranch & Bar A Club Calf Sale
Three maternal sisters sell in this sale!



Hannibal x DSUL Donor 27K
A multiple champion in Ohio!
Her dam sold in our 2005 Genetic Progress Sale



Shot Gun x Nadine 9644
High placing steer 2007 Houston Livestock Show
Maternal sister sells in this sale!



Champion Limousin Heifer 2007 Houston Livestock Show
Shown by Spencer Roberts



Reserve Champion Limousin Heifer
2007 San Antonio Livestock Show
Shown by Freeman James



Supreme Champion Scramble Female
2007 Houston Livestock Show
Shown by Cameron McConathy



Third place Chi Steer 2007 San Antonio Livestock Show
Shown by Austin Horne



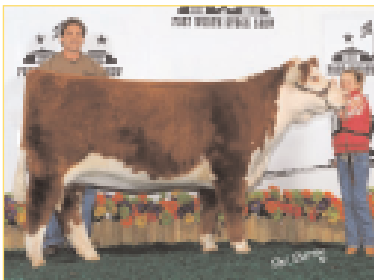
Reserve Division Limousin Female
2007 Houston Livestock Show
Shown by Britney Martino



Class winner 2007 San Antonio Livestock Show
Second in class 2007 Houston Livestock Show
Shown by the Modisette Family



High placing Angus Steer 2007 Fort Worth Stock Show
Shown by Lauren Miles



Second in class 2007 Fort Worth Stock Show
Shown by Bailey Eubanks



Middle Weight Breed Champion
2007 San Antonio Livestock Show - Shown by Christopher Hall



High placing middle weight Limousin steer
2007 Houston Livestock Show - Shown by Cameron McConathy



High placing AOB steer 2007 Houston Livestock Show
Shown by Clayton Major



Ms Hannibal 593R - Hannibal x DSUL 497K
Division Reserve Champion 2007 Houston Livestock Show
Shown by Charlie Campion - She sells in this sale!



Third place light weight Limousin Steer
2007 San Antonio Livestock Show - Shown by the Ikles Family



5th place Heavy Weight Limousin Steer
2007 Houston Livestock Show - Shown by the Ikles Family

CONGRATULATIONS TO THESE 2006-07 SULLIVAN RANCH CHAMPIONS!

Genetic Progress & Customer Success

THE COWS MAKE THE DIFFERENCE AT SULLIVAN RANCH!



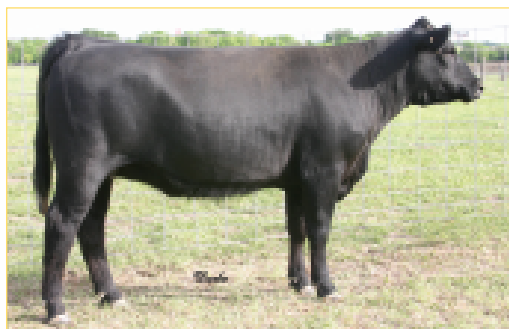
DSUL Babe 4101 – Purchased as Lot 49 in Genetic Progress III for \$4,000 by Steve & Jerry Massey, Midlothian, TX. She produced a daughter by Ladies Man that is “out of this world” and everyone that sees her wants to buy her. The Masseys even turned down an offer to sell half-interest in the heifer because they want to show her themselves. Her dam went straight to the ET center where she produced 17 eggs and is set to go again. *Congratulations!*



DSUL Cow 56 – Purchased as Lot 87 in our third sale for \$1,900 by Steve & Jerry Massey, Midlothian, TX, this Heat Wave daughter doubled her purchase price on her first calf by Aftershock that sold for \$4,000. Steve & Jerry have purchased females at each of our Genetic Progress Sales and have experienced great success with them. *Thanks for your investments!*



DSUL Cow D161-4 – Another repeat customer, James Olsen of Corsicana, TX, purchased three females in our 2006 sale. Lot 6A (shown here) cost him \$2,200 and promptly produced a \$5,000 steer calf by Troy. Lot 93, DSUL Cow 221, was a \$1,600 selection that produced a flashy daughter by DSUL Outlaw that James sold for \$2,250 this year. *Great job!*



DSUL Cow 83F sold as Lot 75 a year ago to Steve & Jerry Massey for \$2,500. This Heatwave daughter raised a \$3,000 daughter by Ali with her first calf. *Good choice and great job!*



DSUL Sadie Lady 0634K – Purchased in our first Genetic Progress Sale for \$6,400 by Tolle Show Cattle, Taylorsville, KY, this cow flourished in their program and recently topped the 2006 Holiday Classic Sale at \$20,000. Her maternal sister by Meyer 734 sells here as Lot 12!



MICC 801H – Purchased by Larry Morris, Mt. Crawford, VA, as the top-selling cow in our 2006 Genetic Progress Sale from guest consignor, Gregory Farms, this powerful donor has produced extremely well in her new home. She produced the top-selling embryo packages in the 2006 AMAA World Class Genetics Sale and was featured in the 2007 Frozen Gold Sale. She has paid for herself in one year in embryo and pregnancy sales alone. *Congratulations!*



DSUL Cow D16 – Lot 60 in our 2006 Genetic Progress Sale sold to Milton Perez, TX, for \$2,500 and produced the DSUL Outlaw heifer shown here that was featured and sold in their Rockin' P Sale this past March. *Well done!*



DSUL Shezalady 4904 – was the top-selling bred heifer in our 2006 Genetic Progress Sale and this sister to DSUL Tidal Wave made a huge hit for new owner, Gregory Sanders, TX. Her first calf was a OCC Legend heifer that looks great and Greg flushed his new cow four 4 times and is expecting calves by Heat Wave, Hoo Bear, and White Warrior. *Thanks again!*

“I haven’t gotten a bad cow or heifer from Sullivan Ranch over the past four years we have been purchasing at the sale. I couldn’t be more pleased. This past year I more than paid for my cows the first time around, why wouldn’t I be happy? Sullivan cows do make a difference.”

– Jerry Massey – Midlothian, TX

NOTE: Steve & Jerry Massey, Midlothian, Texas, have purchased cattle every year at the Genetic Progress Sale. Last year they purchased four bred heifers and the results are detailed here. We thank them for their continued support and confidence in DSUL Genetics!

- **Brandon Bird, Lubbock, TX** purchased some of the top females in our 2006 sale and started his growing program with great success. He has refused several offers to sell their resulting heifer calves. *Thanks for your confidence!*
- **Steve Wimberly, Tyler, TX** purchased **DSUL Cow S88** as Lot 53 for \$3,000 a year ago. His Draft Pick daughter of our 415 donor produced a high-Maine daughter by Ali that sold to the Glen Hinshaw family and will be shown heavily this season. *Great work!*
- **Larry Eubanks, Italy, TX** purchased 3 lots in last year's sale and reports that he couldn't be happier with the outcome. His selection of Lot 135, DSUL Cow 235, is his newest Hereford donor after doing an exceptional job with her first calf by Ladies Man. *Thanks and congratulations!*

SULLIVAN RANCH

Genetic Progress Sale IV

Saturday, May 26, 2007 • 1:00 p.m. CDT
Sullivan Ranch Headquarters - Along I-35 at Hillsboro, Texas

Selling 118 Head plus Frozen Embryos in 98 Power-Packed Lots!



Dan Sullivan, Owner

2576 Old Brandon Road - Hillsboro, Texas 76645
254/582-0814 (home), 254/582-7096 (office), 254/707-0814 (mobile)
dsullivan@hillsboro.net (e-mail)
www.showsteers.com/dsullivan - www.sullivanranch.net

Marketing Staff:

Sale Manager:



Craig M. Reiter & Associates

P.O. Box 85 - Elmore, Ohio 43416
419/862-0117, office - 419/350-9159, sale days
cmreiter@primetimeagrimarketing.com
www.primetimeagrimarketing.com

Internet Bidding

Real-time bidding is available via the internet for this sale. Live audio and live video will allow buyers to bid on animals just as if they were present at the sale. Buyer accounts must be created prior to the sale. Please visit <http://www.LiveAuctions.tv> to create an account and request a buyer number. Instructions are available at <http://www.LiveAuctions.tv> to walk you through the account setup process.

Web Address <http://www.LiveAuctions.tv>
LiveAuctions.tv, e-mail address brad@LiveAuctions.tv

*Buyers who would like to bid via internet must register
with LiveAuctions.tv by 2 days prior to the sale.*



Internet Bidding Sale Day Contacts:

Meredith DeBorde
972/523-6888 or 254/580-5417 or 972/523-7902

Auctioneer:

Col. Steve Bonham
Newcastle, Oklahoma
405/387-3236 or 405/823-2972

Special Consultants:

Bar A Cattle

Dave & Becky Allan
979/561-7115

Livestock Press:

The Weekly Livestock Reporter
Phil Stoll - 817/366-7332

Southern Livestock Standard
Scott Farmer - 817/597-1731

Heldermom Marketing

Delvin Heldermom - 405/205-1116

Craig Talkington - 785/623-1789

Important Sale Information:

Sale Day Phone: 419/350-9159, 979/561-7115, 254/707-0814 or 405/823-2972. **Lodging:** Holiday Inn Express, 254/582-0220; Comfort Inn, 254/582-3333; Super 8 Motel, 254/580-0404; Hampton Inn, Hillsboro, 254/582-9100. **Transportation:** If you require assistance in transporting your purchases please contact the sale manager. Every effort will be made to minimize costs to the buyer. **Terms:** Terms of sale are cash or good check made payable to the sales cashier immediately before livestock is loaded. Invoiced (absentee) accounts must be pre-approved and are payable in full immediately after the sale. All bidding disputes will be settled by the auctioneer. Those who attend the sale do so at their own risk. The owners, marketing staff, or other affiliated personnel may not be held responsible for any accidents that may occur. All livestock and merchandise is at the buyer's risk as soon as bid off. **Liability:** All animals and merchandise will be at the buyer's risk as soon as bid off but will be cared for by the seller(s) for a reasonable amount of time during and immediately following the sale. Neither the owners, auctioneers, sale manager or other affiliated personnel may be held responsible for any accidents that may occur. PrimeTIME AgriMarketing NETWORK, Inc. acts only as an agent between buyer and seller and may not be held responsible for any livestock or merchandise. It is to be clearly understood that PrimeTIME AgriMarketing NETWORK, Inc. and its representatives act only as a medium between buyer and seller, and may not be held liable, financially or otherwise, for any failure on the part of the same to fulfill any obligations set forth in this sale or for the truth of any warranties expressed or implied. Neither does PrimeTIME AgriMarketing NETWORK, Inc. assume any financial obligations to collect or enforce the collection of monies between buyer and seller. This catalog has been prepared by the sale manager from information provided by the seller(s) and is assumed accurate as presented to us. However, PrimeTIME AgriMarketing NETWORK, Inc. will in no way guarantee age, pedigree, or reproductive status of the animals selling. All exceptions taken and adjustments made are between buyer and seller. **Health:** All cattle have been fully vaccinated and sell with health certificates suitable for interstate transfer. Buyers should make themselves aware of their respective state's health requirements prior to the sale. **Insurance:** Livestock insurance will be available at the clerk's desk. **Registration and Transfer:** All animals registered at sale time will be transferred free of charge to the purchaser(s) shortly after the sale. Animals that sell as "eligible" may be registered at the expense of the purchaser. **Announcements:** Any announcements made from the sale block by the owners, auctioneer, or sale manager takes precedence over any printed materials. **Sale Booklet Prepared by:** Craig M. Reiter, Sale Manager.

Bring Your Semen Tank!

Take home frozen embryos or semen sale day to save shipping! \$5.00 per straw off semen from any Sullivan Ranch Herd Sire for semen picked up and paid for sale day!

Embryos not picked up sale day will be stored at Bovine Elite, College Station, TX. Buyers will receive one free week of cold storage with fees applying to those embryos not shipped before June 5, 2007.

Sale Headquarters:

Hampton Inn
Hillsboro, Texas
254/582-9100

Ask for the Sullivan Ranch block!

Additional Hillsboro Hotels

Comfort Inn, 254/582-3333
Holiday Inn Express, 254/582-0220
Super 8 Motel, 254/580-0404

Airports Include

Dallas/Ft. Worth, approx. 1 hour North
Waco, approx. 30 minutes South

Bring the family:

Hillsboro has an outlet mall with 76 designer stores including Bass, Guess, Izod, Nike, Van Heusen, Liz Claiborne, etc.
Hillsboro is also the home of antiques and historical markers.

Schedule of Events:

Friday, May 25

The entire sale offering will be available for inspection at the ranch.

Saturday, May 26

11:00 a.m.

Lunch at Sullivan Ranch with drinks available all day

1:00 p.m. CDT

The Genetic Progress Sale IV

The Sullivan Show Supply Equipment Auction will follow the cattle auction.

Sunday, May 27

3:00 p.m. - Glen Rose, Texas

Ten Triple XXX Ranch Fall-Born Production Sale

Lunch provided by:



Sale Day Phones:

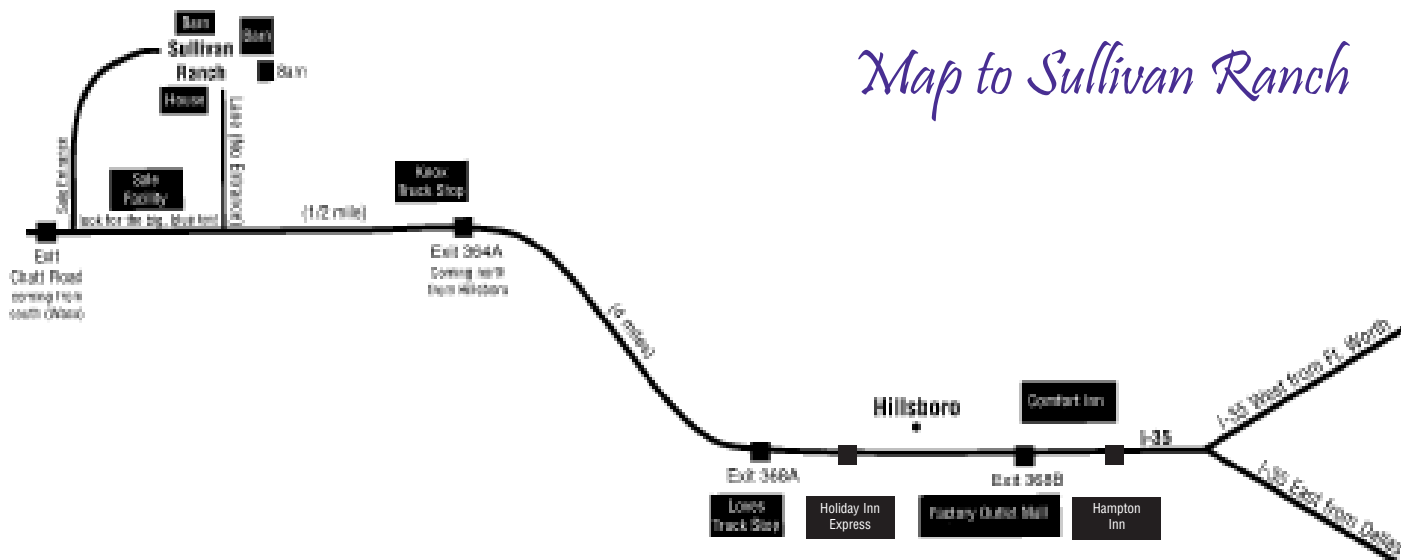
254/707-0814 - Sullivan Ranch
419/350-9159 - Craig Reiter
979/561-7115 - Dave Allan

Please call as far ahead of the sale as possible to arrange for absentee bidding and delivery of your purchases.

Live phone bidding is available but not guaranteed.

Internet Bidding Information: Meredith DeBorde
972/523-6888 or 254/580-5417 or 972/523-7902

Map to Sullivan Ranch

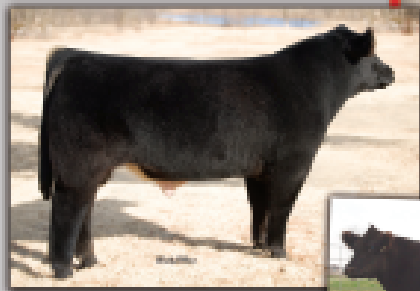


Tested TH FREE!!

Homozygous Black • DOB: 1/21/05

BW: 80 lbs. unassisted

Sire: Full Flush • Dam: 602 Chill Factor



HIS NAME SAY'S IT ALL!!!

This Full Flush son out of the legendary 602 Chill Factor cow could just be the ticket. **Full of 602** not only has all the right parts, he has a huge pedigree to back it up. Like his momma . . . he has the power, volume, body, style, soundness and mega hair. He is **Full of 602**.

DSUL Full of 602

Semen available through your local distributor

Dan Sullivan

2576 Old Brandon Rd. • Hillsboro, TX 76645
254-582-7096 • 254-582-0814 • www.sullivanranch.net

Sullivan Ranch
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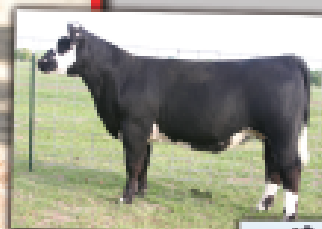
SIRE: Heatwave

DAM: Lexus 904
(Meyer 734 X Angus)

BORN: 3/06/05

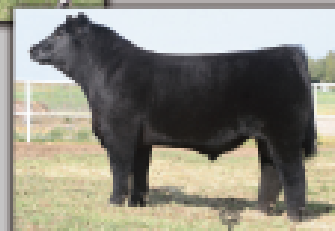
BW: 95 lbs. unassisted

Homozygous Black • TH Carrier



DSUL Sheza Lady

- A maternal sister to Tidal Wave. Valed at \$19,750 in the 2006 Genetic Progress Sale by MCF and Gregory Sander.



TIDAL WAVE

First calves are arriving with great reports - stout, hairy and neat fronted.
Tidal Wave is the Heat Wave son you need to use!!!

DSUL Hotel California -
Look for this up and coming AI Sire,
a full brother to Tital Wave.

\$5.00 Per Straw Off Any Sullivan Ranch Herd Sire - Sale Day Only - Bring Your Semen Tank!