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## *News Release*

**NutrenaWorld.com**

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### **Nutrena Named Official Feed Supplier of the 2006 Wrangler National Finals Rodeo**

Las Vegas, Nevada — Equine and bovine athletes participating in the biggest rodeo event of the year—the 2006 Wrangler National Finals Rodeo—will be performing this year on Nutrena<sup>®</sup> brand feeds.

“These animals—the bulls, steers, calves and horses—are the best of the best. Just like the professional cowboys and cowgirls, these animals are stars in their own right and have to earn their way to the finals. With Nutrena as the ‘Official Feed Supplier’, they’ll get the superior products they need to perform at the highest level,” said Brad Vercimak, Nutrena Consultant.

The Wrangler NFR is a 10-day event that concludes with the crowning of world champions in all seven rodeo events, including women’s barrel horse racing. This year’s Wrangler NFR is Nov. 30-Dec. 9 at the Thomas & Mack Center in Las Vegas, Nevada. It is the culminating event of the Professional Rodeo Cowboys Association (PRCA) season, with more than 175,000 visitors and millions of television viewers nationwide.

These rodeo animals come from all parts of the country and must have a high-quality ration for their time in Las Vegas to make sure they stay on feed and perform up to their full potential. “Feed consistency, freshness and the right nutritional balance are

critical,” said Vercimak. “We’ll be providing Vitality® 14 textured feed for the horses and specially-formulated NutreBeef® grain products for the cattle.”

“The Wrangler NFR is an exciting experience for performers, attendees and all of the fans watching at home on TV,” said cowboy legend Shawn Davis, Executive General Manager-Production for the 2006 Wrangler NFR. “We’re very pleased to have Nutrena involved as the Official Feed Supplier of the 2006 Wrangler NFR, the crown jewel of the rodeo season. Nutrena’s support of the NFR is another example of its commitment to our industry and to the animals that are so important to the success of our sport.”

Besides its support of the 2006 Wrangler NFR, Nutrena® brand is the Official Feed of the American Quarter Horse Association, the National Barrel Horse Association, the US Eventing Association and the Appaloosa Horse Club—and an Educational Partner of the American Association of Equine Practitioners.

Nutrena also sponsors a number of top professionals in the industry, including two-time barrel racing World Champion Kelly Kaminski. Kelly will be competing this year in Las Vegas for her third consecutive World Championship.

“We’re proud to not only support the Wrangler® NFR, but all of these organizations and individuals,” Vercimak said. “Our objective is to be a valuable resource for these athletes, organizations and world-class events with the very latest advances in nutrition-based solutions.”

### **About Nutrena:**

Nutrena® is the flagship brand of Cargill Animal Nutrition, the largest and fastest growing feed company in the world.

To learn more about Nutrena® brand products, visit [NutrenaWorld.com](http://NutrenaWorld.com).

For information on the PRCA, visit [prorodeo.org](http://prorodeo.org).

For information on the Wrangler® NFR, visit [nfrexperience.com](http://nfrexperience.com).