

HOW TO PARTICIPATE AS AN ABSENTEE BUYER

We prefer for each of you to be in attendance on sale day. Realistically, we know there will be some scheduling conflicts and distance limitations. In these cases, we have arranged for you to be able to participate in the sale on an absentee basis.

If possible, you can come by and evaluate the bulls prior to sale day. If distance is a problem, we can also provide you with a DVD of all the bulls for home viewing. All of the lots in the sale will be available for viewing online prior to sale day at www.superiorlive.com and www.superiorlivestock.com as well.

Customers tell us that the video does a good job of showing conformation, structural correctness, and how the bulls travel, etc. Our sale book, with complete data on each bull, is very helpful. Please feel free to call the bull owners or sales staff with questions. In addition, there will be qualified persons on hand sale day to evaluate the bulls and answer any questions you might have. The sale will be broadcast by Superior Productions.

HERE'S HOW IT WORKS

Please call Superior Productions at **800-431-4452** and pre-register for your buyer's number. A registration form needs to be filled out and returned to Superior Productions with a signature. This registration form can be found by clicking on the "REGISTER FOR YOUR BUYER'S NUMBER" link at www.superiorlive.com. The registration form can be printed, completed and either faxed or mailed in at the number or address provided on the form. Upon receipt of this information, Superior will call you with a buyer's number and the bid line number that you will use on sale day to place bids over the phone.

The sale will be broadcast via satellite on RFD-TV - Dish Network channel 231 and DirecTV channel 345. Also, Superior Productions now offers the convenience of participating on sale day by following the auction on the internet at www.superiorlivestock.com and www.superiorlive.com. Simply go to either website and on the home page click on the link titled "**To watch today's Auction - click here**". Regardless of internet connection, you will be able to view and listen to the same video feed as seen on the satellite. The bidding process is the same – follow the auction on the internet and call the bid line number to place your bids. Your computer must have Flash Media Player installed to view the auction.

Bidders who are successful in making purchases via satellite or internet will be contacted by Willow Oak Ranch after the sale to settle payment and shipping arrangements.