

Super Saturday Sale to be broadcast nationwide on RFD-TV



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 animals prior to sale day. You can also review animals and video tape of all cattle at our website. All of the lots in the sale will be available for viewing online prior to sale day at www.superiorlivestock.com as well.

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

HERE'S HOW IT WORKS

Please call Superior Productions at **800-431-4452** and pre-register for your buyer's number. At that time they will give you 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 9409 and DirecTV channel 379. In addition, Superior Productions now offers the convenience of participating on sale day by following the auction on the internet at www.superiorlivestock.com. Regardless of internet connection, you will be able to view 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.

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

Visa & MasterCard will be accepted (\$50 convenience fee will be charged).