

News from:

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For Immediate Release

MCEC Names Investment Advisory Committee Members

Winnipeg MB, July 5, 2006 -- The Manitoba Cattle Enhancement Council ("MCEC") is pleased to announce the appointment of Winnipeggers Ken Ross, Don Martin and John MacDonald as well as Joe Mulligan of Brandon to its Investment Advisory Committee ("IAC").

Ken Ross, B Comm., FCA is president of Pauwels Canada Inc., a leader in the manufacture and worldwide sale of large power transformers and mobile substations. His career history also includes being Executive Vice-President of New Flyer Industries Limited and a partner at Deloitte.

Don Martin, B. Comm (Hons.) is a venture capital and financial programs consultant. Don has also served as the president of Burrows Lumber Inc., and was a co-founder and Vice-President of ENSIS Group.

Joe Mulligan, P.Ag. C.A.C., operates Backswath Management, an agricultural financial management consulting firm in Brandon. Joe has been the Director of Credit with The Manitoba Agricultural Credit Corporation (now the Manitoba Agricultural Services Corporation) and has over 30 years of experience in financial services.

John MacDonald is a former Senior Vice-President, Senior Partner and Director of the Financial Services Department at Deloitte. John has also been a licensed realtor and is currently retired. He currently serves as a director on several corporate boards in Winnipeg. John has been appointed Chairperson of the IAC.

All IAC members have impressive community participation and professional affiliations.

The IAC has been established by the MCEC to provide expertise and advice to the Council in making investments or otherwise providing funding based on applicant proposals relating to the establishment, development, enhancement and promotion of cattle industry activities including processing and research.

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