

**For Immediate Release**  
**January 22, 2007**

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**Ted's Montana Grill Buys Gold Trophy Bison Winner**  
**Restaurant Pays \$10/lb. for Top Meat Carcass**

Denver, CO (January 22, 2007) -- Ted's Montana Grill restaurant chain paid \$10 per pound on Saturday for the winning meat carcass in the National Bison Association's annual Gold Trophy Market Meat Class auction at the National Western Stock Show here.

Buyers for Ted's Montana Grill paid \$7,110 for the 711 lb. carcass at the Market Meat Class sale, which preceded the annual Gold Trophy live animal auction at the National Western.

The winning carcass was entered by Diamond Tail Ranch of northern Colorado. Diamond Tail Ranch also had the top carcass in 2006. That entry brought \$3,220.50, or \$4.75 lb.

"The growing popularity of bison is evident in the competition among buyers for the rights to the winning entry in our annual Market Meat Class sale," said Dave Carter, executive director of the National Bison Association.

The Gold Trophy Sale is considered the premier bison industry competition. Top ranches compete each year for the honor of the winning Market Meat Class entry.

The National Bison Association represents roughly 1,200 ranchers, processors and marketers from throughout the United States.

**Bison Prices Strengthen at National Western Auction**  
***National Bison Assn. Gold Trophy Sale Reflects Optimistic Industry Outlook***

Denver, CO (January 22, 2007) -- Strengthening prices paid by ranchers at the National Bison Association's annual Gold Trophy live animal sale at the National Western Stock Show on Saturday underscores growing confidence in the outlook for the industry, according to the association's Executive Director, Dave Carter.

Prices paid for most categories of bison were up significantly from the 2006 auction, with two-year-old bulls fetching more than twice as high as the previous year. Bred heifers and yearling bulls also posted significant gains over the average price from the previous year.

"Ranchers know there is a strong outlook for the growth of the bison industry, and they demonstrated their confidence on Saturday by their willingness to invest in top-quality seedstock for their herds," Carter said after the sale.

The National Bison leader said the strong sales results came despite the lingering impact of a multi-year drought across much of the key bison-producing region.

"Producers have been forced by the drought to thin their herds, even as consumer demand for bison is climbing," Carter said. "The mood in the sale ring on Saturday, though, indicated that ranchers feel that the time has come to begin rebuilding their herds."

The recent rash of winter weather across the Great Plains may provide much needed moisture to restore pastureland across the heart of the bison production region.

The National Bison Association's annual Gold Trophy Show and Sale each January is considered a bellwether of the state of the bison industry. The sale attracts ranchers from as far away as California and Alabama to compete for honors for the top breeding animals in the country.

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