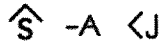


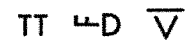
OII Ownership Identification Inc.

Suite 102-1402 McGill Road, Kamloops, BC V2C 1L3

Telephone (250) 314-9686 Fax (250) 314-9698



Email: info@ownership-id.com Website: <http://www.ownership-id.com>



For Immediate Release

OII RECOGNIZES TWO ADDITIONAL HORSE BRAND LOCATIONS

Kamloops, BC – At their 2011 annual general meeting, the board of directors of Ownership Identification Inc passed a motion to make two additional brand locations for horses available.

For many years, as far back as when the Ministry of Lands and Agriculture administered the livestock brands registry, only four locations were offered as available for horse brands. These traditional locations were both the right and left hip and shoulder areas.

New... is the introduction of available horse brand locations referred as **right or left upper back area**. Certain stipulations such as **freeze branding only**, will apply when branding in this location.

“The practice known as, branding of livestock, is a well documented tradition in British Columbia, dating back to the earliest recorded ranches in the 1860’s. No other way is as easily visible as branding, not only for identification of ownership, but as a deterrent to theft,” states OII General Manager Bob Miller.

“Quite honestly the interest to offer the upper back area as a possible brand location came about as a request from the show horse sector. Many horse owners today, still believe that a visible brand serves as a deterrent to theft, and yet in this particular area the brand would be covered by the blanket or saddle for many show purposes” says Miller

A simple design and well applied brand on livestock is a permanent definitive mark of ownership. Livestock people commonly refer to a brand, as a return address on their animals that cannot be washed off or cut out.

Ownership Identification Inc. (OII) was designated by the Ministry of Agriculture, Food and Fisheries in 1997 to administer a brand registration and inspection program in British Columbia.

OII is a company that is owned by the following shareholders;

Horse Council BC

BC Cattlemen’s Association

BC Breeders and Feeders Association

BC Association of Cattle Feeders

Mountain Livestock Markets Association

The company is run by a Board of Directors representing the shareholders with the head office located in Kamloops, BC. Under this designation from the Provincial Government, OII administers the Livestock Identification Act and the Livestock Identification Regulation.

For more information please visit www.ownership-id.com or call 250-314-9686

CATTLE & HORSE BRAND APPLICATION FORM

I/We request the registration of one of the following brands and enclose the sum of:

\$112.00 (HST included) per brand location.

Make cheque or money order payable to Ownership Identification Inc.

PLEASE PRINT *(register the brand into the exact name(s) under which the livestock will be sold).*

FULL NAME OF INDIVIDUAL(S) & COMPANY(IES)			TELEPHONE NUMBER ()	
STREET or BOX NUMBER			FACSIMILE NUMBER ()	
TOWN or CITY	PROV	POSTAL CODE	EMAIL ADDRESS	
Ranch Location	Location of Range	No. of Cattle	No. of Horses	

DESCRIPTION OF BRANDS

1st Choice	2nd Choice	3rd Choice	4th Choice
CATTLE BRAND (\$112.00 per location)			HORSE BRAND (\$112.00 per location)
Left Shoulder	Left Rib	Left Hip	Left Shoulder
Right Shoulder	Right Rib	Right Hip	Right Hip
Number the locations in your order of preference *SEE REVERSE FOR DETAILS			Left Upper Back*
			Right Upper Back*

REQUIRE SIGNATURE(S) OF ALL APPLICANT(S) No Minor (under 16) can be the owner of a brand (see over)	Do you have other brands listed in your name? ___ Yes ___ No If more than one individual is listed above as applicant, are they to be listed as: ___ Joint Tenants (right of survivorship)? Or ___ Tenants in Common (no right of survivorship)?
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OFFICE USE ONLY

Brand Registration Number	Certificate Number	Date Processed	Fee Received
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Oil Ownership Identification Inc.

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MINOR

If the applicant is a minor, the brand must be registered in the name of the minor and parent (guardian) and both must sign the application form. When the minor turns 16, then by way of a transfer, the name of the parent (guardian) can be removed from the registration. Until that time, the livestock must be manifested in both names.

OWNERSHIP

A brand can be registered in more than one name with an 'and' between them. If an 'and' is used between names, then both names (all names) would have to be put on the Manifest and that is the way payment would be made out.

***STIPULATIONS FOR HORSE BRANDS ON UPPER BACK AREA**

- Available only by use of freeze brand
- The size of the freeze brand iron be no greater than 3 inches per character
- A recovery time period of one (1) month be allowed after the brand is applied until saddled or packed
- It is recommended the horse be sedated for the branding procedure

For more information please contact
Ownership Identification Inc

