



FOR IMMEDIATE RELEASE
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Superior Stampede Awarded for Progressive On-Line Auction Technology

(Visalia, Calif.) – Leading Web-based livestock marketer Superior Stampede, www.stampedecattle.com, recently received first place in the “Application” category at the 2004 Flash™ Film Festival in San Francisco, March 3-5. Superior Stampede’s live auction format, based on the revolutionary software platform created by Auction-Tech, was named most innovative and original stand alone application developed in Macromedia Flash. The prestigious competition honored winners in 16 categories, showcasing the nation’s best Web work using Macromedia Flash technology.

“Superior Stampede’s auction stands apart because it incorporates a lot of the new Flash technology on the back-end allowing for interactive animation, streaming video and audio as well as server side applications,” said Drew Falkman, president of Auction-Tech and Superior Stampede’s Web site designer/manager. “It is also presented in a very dynamic, novelty format. Technical experts were impressed by the unique interface saying that if this is possible with cattle auctions, what next?”

Since launching its real-time online cattle auctions in 2003, Superior Stampede has sold up to 30,000 head per month to a base of nearly 4,000 buyers nationwide. The company also provides customers with a daily bidding opportunity via its Country Page. The auction features photographs and data for each lot, creative animation, a shot clock, live auctioneer and interactive bidding. It was recently refined to better showcase cattle and features a live demo for visitors to experience the technology firsthand.

Chris Nelson, business manager of Superior Stampede added, “One of our biggest challenges was making sure the audio and bidding would run in real-time for a range of users with varying connection speeds. We’ve been able to accomplish this by minimizing data exchange so that it’s fast and fair to all participants. It’s an example of a successful, but practical technology application that has served the livestock industry well.”

As far as being user-friendly, one auction operator from Oklahoma stated that, “Superior Stampede’s live auction runs like a true auction. It’s lively, has a great bidding

format and puts cattle in front of a huge audience. It's a great option for ranchers because there are no transportation costs; it's faster and more convenient."

To learn more about the Flash™ Film Festival, visit www.flashforward2004.com.
For more information about Superior Stampede, visit www.stampedecattle.com.

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