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MediaRelease

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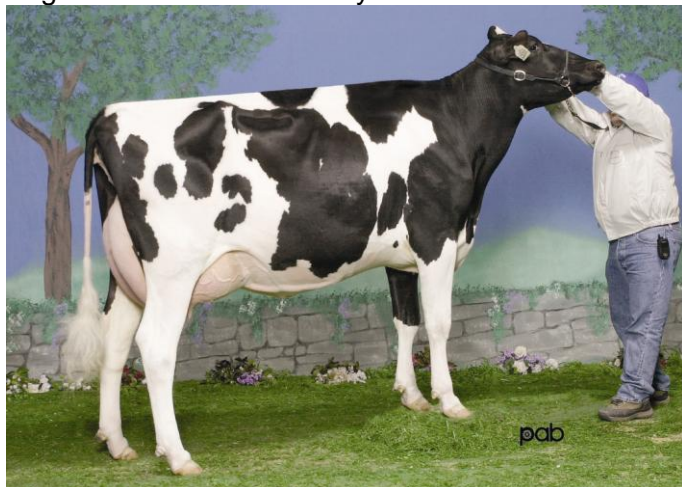
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Gillette Blitz 2nd Wind Named 2011 Cow of the Year

Brantford, ON April 25, 2012— What was a tremendous competition for the title of 2011 Cow of the Year was completed on Saturday, April 21st, 2012 when Gillette Blitz 2nd Wind (VG-88-3yr-CAN 34*) was named the 2011 Cow of the Year winner. The announcement took place at the Annual General Meeting during the 2012 National Holstein Convention in Brandon, MB. Representing the Patenaude family of Ferme Gillette, Embrun, ON was Louis Patenaude, who along with co-owner Mr. Toshiaki Yamada of T-Wave Holsteins, Hokkaido, Japan, were on hand to excitedly accept the award.

Gillette Blitz 2nd Wind, who traces back two generations to the 2003 Cow of the Year Winner— Braedale Gypsy Grand (VG-88-5yr-CAN 37*) — was a very deserving winner of Cow of the Year award as she exemplifies the true meaning of the ‘Canadian Kind.’ She not only has achieved show ring success herself; she also has a tremendous production record; is the dam of five Class Extra sires; and also has a number of chart-topping daughters on the GLPI/LPI lists. *2nd Wind* herself has six times been named the number one LPI cow. She certainly has the ‘*complete package*’ and has been a tremendous ambassador for Canadian Holsteins as her influence is felt internationally.

New for the first time in the competitions 17-year history was the addition of a customized Cow of the Year statue which was presented to the owners of the winning Cow of the Year, in addition to also receiving a large framed print of *2nd Wind*. A customized Cow of the Year statue will now be given to the winning Cow of the Year each year.



**2011 Cow of the Year Winner:
Gillette Blitz 2nd Wind (VG-88-3YR-CAN 34*)**



**The New Customized Cow of the Year
Award Presented to the Winning Owners.**