



AMERICAN ANGUS ASSOCIATION

The Business Breed

June 5, 2015

Dear American Angus Association members,

This morning, the American Angus Association Board of Directors announced that Bryce Schumann is no longer the organization's chief executive officer.

Bryce has been a long-time employee of the Association and a dedicated servant to our members during his 15 years at the Saint Joseph, Mo., headquarters.

During his tenure as CEO, the breed experienced widespread adoption among producers of genomics technologies, expansion in communications and marketing programs, and record-setting growth for the *Certified Angus Beef*[®] brand.

We are initiating the process to identify qualified candidates to become our new chief executive officer. Until then, Chief Financial Officer Richard Wilson will serve as interim CEO and oversee the operations of the Association and its entities.

In the meantime, the American Angus Association will continue to provide the same level of quality service to its members during this time of transition.

Sincerely,

The American Angus Association Board of Directors