

We held off this announcement until the appropriate moment.

But, now it's time.

Lights off, curtain up as we premier the summer's newest, ready-to-roll, potential blockbuster movie hit. Of course, in keeping with the times, it's an epic, chock-full-of-adventure, special-effects, computer-enhanced production. Featuring a monster.

No. None of those giant stegasauruses or fake lizards or overgrown gorillas. Hey, that stuff's all been done.

No. We're talking moooooonster movies. This one is entitled "Udder Revenge." Join us for the premier.

During June Dairy Month. But, of course.

In keeping with the trend of the latest box office hits, its edge-of-your-seat action will include a giant luxury vessel which sinks after smacking to an iceberg on a large farm pond, romantic interest between a trainer who whispers to cows and a Washington intern (oops, sorry, we crossed over into real life there) and, of course our

hero.

Er, heroine. None other than Big Bossy, leader of the Bovine Bullheads, the head boss-cow in a herd of clone replicas of a petri-dish-bred cross between an 1,800-pound Holstein and DNA dug up in Utah from bone residual of a brontosaurus.

Big Bossy weighs 15 tons, comes outfitted in striking black and white genuine, pure-organic cowhide, boasts a tiny head outfitted with a set of horns that would stir envy in a prized Texas Longhorn and has a rather hefty tail. Which, like most bovines, manages to be wet and sloppy at the most opportune times.

And, yes, Big Bossy grazes anywhere she wants.

Since no summer box-office-hit would be complete without an appropriate villain (boos and hisses, please), we have one. It's an arrogant, whiny, self-proclaimed band of "food police," whose main mission in life is to degrade the output of Bossy and her Bullhead buddies.

Bossy first hears the lambasting of the "experts" on the radio of the Big Barn (of course Big Bovines need a Big Barn, for

goodness' sake). And, like all blockbuster mover superheros, Bossy is blessed with supernatural powers which enable her to understand the udderly foolish claims she overhears on an early-morning radio call-in-and-gripe-with-the-experts talk show.

Having yielded up her morning output of 500 gallons that pre-dawn milking, while chowing down some two tons of TMR (Total Mixed Ration feed blend) and chawing away at her massive cud, Big Bossy gets so udderly riled up by the "experts" claims that she slips her logchain tie to embark on a mission.

Once escaped, the normally docile Big Bossy pokes out the oversized Big Barn doors with the mere sweep of a horn and a blood curdling bellow that shatters all the glass in the housing developments within two miles of ground zero of her distress. The pastured Bullheads rally to her call, busting a bunch of fences.

Bossy and the Bullheads, always on the lookout to to on the lam, create utter havoc and destruction as they stampede off in search of righting wrong information.

In their wake, sections of several rural villages are pillaged by maurauding giant hooves and whole fields of hay wiped out as the bovines - being bovines - pause occasionally to see if the grass is really greener on the other side of the county.

Before the end credits roll on this potential Emmy winner, whole broadcast media centers have been hoof-trimmed, a feed mill or two overturned as the herd snitches giant bites of feed

supplement and our whisperer takes off to attempt to and corral the escapees with a helicopter to whisper from with a bullhorn (logically) and several very sturdy, very long, sections of baler twine to temporarily patch miles of fences laid waste.

Just where do sinking luxury vessels and Washington interns fit into this devious, destructive and udderly daring plot?

Dairy Farmer's 'got milk?' Campaign Optimized In Local Markets

SYRACUSE, NY—Choosing the most effective execution of the "got milk?" campaign for local markets areas, the American Dairy Association and Dairy Council, Inc. (ADADC), will run outdoor billboards from May 1 through September, when roadways are filled with summer travelers, in key spots throughout New York, New Jersey, and Pennsylvania.

Consumers will be reminded to "get milk" in such heavily traveled areas as:

Metro New York

- Cross Bronx Expressway
- Bronx Queens Expressway (BQE)
- Harlem River Drive

Upstate New York

- Interstates 81 and 690 in Syracuse
- Interstate 81 in Watertown
- Interstate 481 in Fulton

New Jersey

- New Jersey Turnpike, near Newark International Airport

C'mon you don't want us to spoil the story do you? But, trust us, it has the potential to set new box-office records. Show up at the premier wearing your milk mustache, and we'll give you a reduced ticket rate.

So please turn down the lights. And pass the popcorn.

"Now, one upon a time in a Big Barn..."

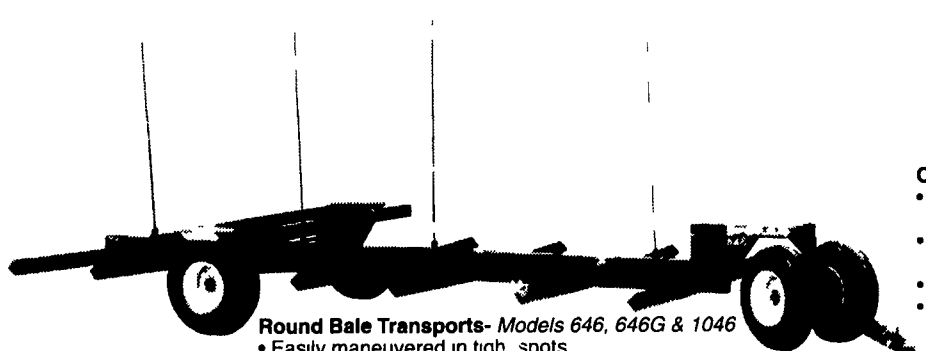
- Route 3, near the Meadowlands
- Interstate 78, near exit 14
- US Highway 9, in Old Bridge Pennsylvania
- Interstate 81, near Dickson City
- Scranton Expressway, North of 7th Street
- Routes 6 and 11 Clarks Summit

To make a stronger impact in highly populated cities, ADADC will run billboards on city buses in Rochester, Manhattan, and Nassau and Suffolk countries on Long Island Customizing the dairy farmer's "got milk?" campaign for residents of New York City. ADADC has also created billboards in Spanish. They also will run throughout the five boroughs.

ADADC is a promotion and advertising agency representing dairy producers in New York, New Jersey, and Northeastern Pennsylvania.

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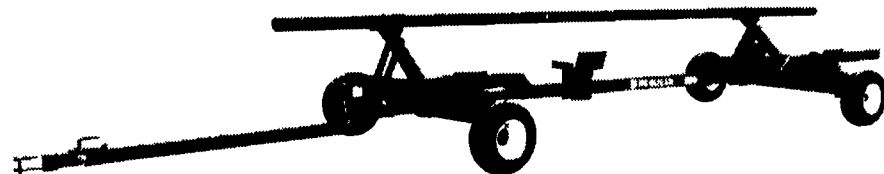


Round Bale Transports- Models 646, 646G & 1046

- Easily maneuvered in tight spots
- Strong center frames & bale arms
- Center marking antennas
- Model 646G has gooseneck hitch

Gooseneck Trailers- Models G-10, G-14, G-16

- Standard adjustable vertical hitch
- Optional Beaver Tail
- Ideal for heavy hauling

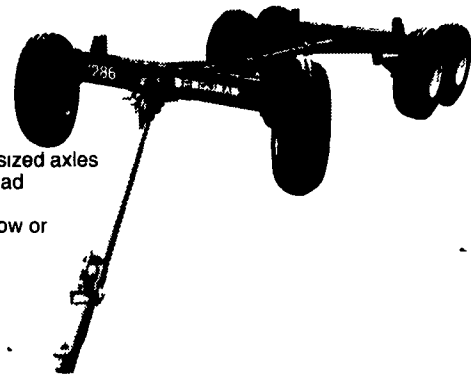


Combine Head Transport-

- Round rest bar allows smooth loading & unloading
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Wagon Gears- Models 603, 606, 806, 1086, 1286 & 1288

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