THE CANADIAN LIVESTOCK TRACKING SYSTEM, FASTER THAN A CHARGING BULL

FOR IMMEDIATE RELEASE

April 5, 2010

Calgary, AB – The Canadian Cattle Identification Agency (CCIA) has launched a new, quick-loading version of the Canadian Livestock Tracking System (CLTS) named CLTS Lite. This application is designed to provide the same functionality and information to CLTS users as the original system, but without the extras that usually delay access for rural users with dial-up connections.

The CLTS Lite is a dial-up friendly application stripped of all graphics and logos, allowing for a faster and lighter experience that enables users to navigate the system quicker.

"The ability to remove graphics is going to greatly benefit users who struggle on a daily basis with dial-up connections in remote locations," says Executive Director, Kerry St. Cyr. "We wanted to ease their frustrations to the best of our abilities and make the CLTS process as trouble-free as possible. We had their needs in mind when designing CLTS Lite."

The CCIA will continue to enhance the system in the future to improve a users CLTS experience. We are committed to being a national centre of excellence to support and serve the needs of our commodity stakeholders. For more information on CCIA and CLTS Lite, visit www.canadaid.ca, or to submit information using CLTS Lite visit www.clia.livestockid.ca/Lite/.

- 30 -

For more information:
Danielle Oberle
Communications Manager
Phone: (403) 476-1984
Cell: (403) 703-5575
Email: doberle@canadaid.ca

The Canadian Cattle Identification Agency is an industry initiated and established organization that manages the Canadian Livestock Tracking System (CLTS) - a trace back system designed for the containment and eradication of animal disease. Established in 1998, CCIA has developed the only mandatory national identification program for the cattle industry and works with the Canadian Food Inspection Agency to ensure the food safety of the Canadian cattle industry.