



Exclusive Genetics Sponsors NRBC Open Draw Party

The National Reining Breeders Classic has announced a new twist to a favorite event. This year the always-anticipated NRBC Open Draw Party will be sponsored by Exclusive Genetics.

The annual Draw Party is one of the trademark events of the NRBC, scheduled for April 13-19, in Katy, Texas. The draw is done for each finals with special collectible finalist wine glasses and the décor features the NRBC crystal awards throughout the upstairs party room at the Great Southwest Equestrian Center Coliseum. But this year the decoration and the drama take on a new theme – borrowing from the excitement of the bucking bull industry.

Exclusive Genetics, the new sponsor of the Open Draw Party, is an Orchard, Texas-based company that is a leader in breeding bucking bulls, and is also the creator of the Million Dollar Bucking Bull Futurity. Billy Jaynes, Exclusive Genetics CEO said, “We are thrilled to be working with the NRBC. The reining horse industry and bucking bull industry have so much in common, great people and great animals. The animals are truly athletes in both of these exciting events, and while both industries are business oriented they are also about having fun and watching the animals compete. At Exclusive Genetics we provide a place for fans of the Professional Bull Riders (PBR) to become more involved in the bull business. We want to give them the ability to have some fun, but also provide many new investment opportunities for people excited about our industry.”

The Million Dollar Bucking Bull Futurity is an awesome opportunity for anyone to own their own bull, name him, watch him grow and ultimately compete for one million dollars. Exclusive Genetics is creating bull calves from top PBR bull genetics and offering 100% ownership in these calves. This unique program fits right in with the concept of the NRBC, as both venues focus on genetics that are from a select group of sires. Exclusive Genetics has taken the concept a little further and has combined the idea of a breeder’s classic with the excitement of an NFL type draft. Much like how the NRBC finalists get to pick what number they will show in the final event, Exclusive Genetics gets their participants on stage at the PBR Finals in Vegas to choose their bull calf according to their draft pick. Purchasing a place in the draft allows buyers to pick from a list of existing pregnancies, then when the bull calf is weaned the buyer can take physical possession of his or her bull, or leave it with Jaynes or choose another trainer to get it ready to take a chance at the Million Dollar purse. Even a person who knows nothing about bucking bulls and lives in a high rise can participate. Fittingly, Exclusive Genetics’ slogan is “No Truck, No Trailer, No Ranch, No Experience Necessary.”

The National Reining Breeders Classic and Exclusive Genetics partnered up thanks to the help of longtime NRBC sponsor, Victoria Lambert, President of Caballo Rojo Publishing, an agricultural marketing firm. NRBC Secretary and Treasurer Cheryl Magoteaux noted, "Victoria has been a great advocate of the NRBC, as a sponsor and winning owner. We appreciate her generosity and support of the NRBC.”

“When Billy and his wife, Kay, visited me to discuss some marketing ideas they saw all the reining horse photos that I have in my office,” Lambert said. “Kay knew what reining was all about and when I told them about my favorite show, the NRBC, they really wanted to be a part of it. Exclusive Genetics has customers from all over and they are hoping that some of their bull owners will come and join them in the sponsor’s area to watch the reining. After all, if you love to watch animals that are athletes you have to love watching reining horses and bucking bulls.”

Besides being the creator of The Million Dollar Bucking Bull Futurity, Exclusive Genetics sponsors such great bull riders as, Mike Lee, McKennon Wimberly, Pistol Robinson, and Josh Koschel. For information on Exclusive Genetics, visit the web site at www.exclusivegenetics.com.