



STALLION AI SERVICES

**Newsletter
December 2011**

Stallion AI Services
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welcome to **STALLION AI SERVICES**
First Newsletter

We have now been in the AI industry for over 20 years. We are the UK's leading equine semen collection, storage and distribution centre. Having collected from over 700 stallions from 51 different breeds. We boast the latest technology in our laboratory, which is envied and admired by breeders throughout the world.

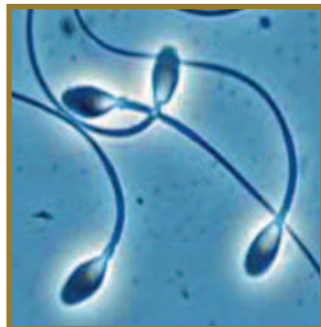
This season has seen record amounts of frozen semen being shipped throughout the UK and Worldwide from our centre.

Advances in Fresh, Chilled and Frozen Semen

At Stallion AI Services we continually push the scientific boundaries surrounding the chilling and freezing of equine semen. We have industry leading laboratory facilities and over 20 years experience in equine artificial insemination. We are now able to chill and freeze from many stallions that were previously unsuccessful.

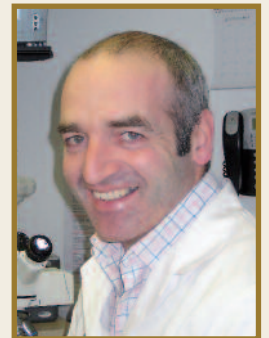


In 2011 we have continued to invest heavily in carrying out research to maintain our position as number one in our field. We have also seen a record number of requests for carrying out post castration epididymal sperm harvesting and we are now achieving very good post thaw results with the specialised techniques we are using.



WINNER OF TOP NATIONAL AWARD

Tullis Matson, owner and Managing Director of Stallion AI Services will receive the Marsh Christian Award for Conservation in Genetic Bio-Diversity. He has been given the award for the technological advances he has brought to the field of



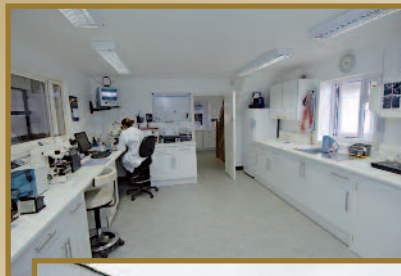
equine semen freezing which has enabled some rare breeds to be collected from and frozen successfully for the first time. Previously, semen from certain breeds and indeed individual stallions, was often found not to survive well with some traditional extenders.

The award, run in conjunction with the Rare Breeds Survival Trust, recognises significant technical, scientific and practical contributions to the field of genetic bio-diversity. The Prince of Wales is among the award's previous winners.

www.stallionai.com

FACILITIES

From the moment your stallion arrives our experienced team will endeavour to ensure your stallions' individual requirements are fully met. Stallion AI Services is the UK'S leading equine semen collection centre and we pride ourselves on the first class facilities and care we can offer you and your stallion.



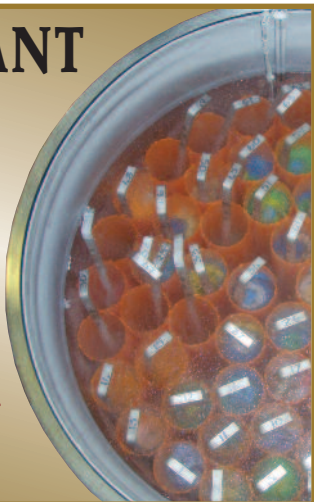
Our facilities provide your stallion with a spacious stable each with a live private CCTV camera so you can check your stallion from anywhere in the world, 24 hours a day. We know how important it is that your stallions' normal routine is maintained whilst with us, so all our stallions can be turned out daily in one of our 8 ft. high fenced grass paddocks and their fitness can be maintained on our 54ft diameter horse walker with rubberised floor and walls, perfect for the competing stallion. We continually monitor the condition of our resident stallions, all are weighed twice a week to allow nutritional requirements and exercise regimes to be altered accordingly.



IMPORTANT NEWS

Frozen Semen Storage

BILLING UPDATE



At Stallion AI Services we strive to be as competitively priced as possible whilst maintaining the highest standards. This is why for the third consecutive year we will not be increasing our frozen semen storage fees. To enable us to achieve this we are altering the way we bill for frozen semen storage. From December 2011 we will change to one annual invoice billed in arrears on 1st December to help keep the administrative costs to a minimum, this should be settled in full within 30 days; alternatively you may set up a standing order and pay monthly for your frozen semen storage.

**For more information please contact
Linda on 01948 666295
or email linda@stallionai.com**

Semen Storage and Distribution Unit

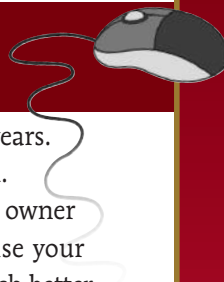
The Storage and Distribution Unit operates 7 days a week. NEXT DAY - semen deliveries are made Tuesday to Friday inclusive. Other days are possible by special arrangement. Please allow one working days notice for semen to be packed and dispatched within the UK. To be able to release any semen we will require written confirmation (fax or email) from the semen owner. Please include the following details:

- **Name of the stallion**
- **How many doses you require us to send**
- **Name, address & telephone number where the semen is to be delivered**
- **Name, address & telephone number of person who will be paying the invoice**

If you require frozen semen to be exported please allow as much notice as possible. Although European exports can often be arranged relatively quickly, please allow a minimum of 14 days as it can often take up to 7 working days for the Animal Health Department to return health papers. For exports outside the EU please allow a minimum of 4 weeks.



NEW WEB SITE LAUNCH



Stallion AI Services has been providing its clients with a free marketing service for their stallions for over 7 years. The website has grown to include over 500 stallions and is looked at daily by mare owners all over the world. We will be launching a brand new website in January 2012. The new format is based on offering the stallion owner 3 advertising options - the Bronze, Silver or Gold package, as well as a new classifieds section to advertise your stallion's and sell young stock. We hope the new site will be a much better tool for owners to market their stallions.

Bronze

The Bronze package offers the stallion owner a FREE basic marketing service for their stallion and includes 1 picture, the stallion details, the owner or stud details and up to 150 words. Each update for this package will be charged at £10.00 + VAT.

Silver

The Silver package includes 3 pictures, the stallion details, the owner or stud details, up to 300 words and the stallion's pedigree. This package costs £30.00 + VAT per year and includes 1 free annual update.

Gold

The Gold package includes 6 pictures, the stallion details, the owner or stud details, 1000 words, the stallion pedigree and 3 videos. This package costs £45.00 + VAT per year and includes 1 free annual updates.

If you currently have your stallion advertised on our web site it will be transferred in full to the new site and will automatically fall into a category depending on its current content. Web-site fees and update charges will be added automatically to the stallion owner's Frozen Semen Storage invoice from December 2012. If you would like to reduce your stallion's page to the free option please let us know in writing before the end of June 2012.

Standing Your Stallion in 2012

Stallion AI Services takes the hassle out of the breeding season by collecting and distributing your stallion's semen for you anywhere in the UK. This service is designed for the stallion owner who wishes to walk in or stand their stallion at the centre for fresh and chilled semen collection and distribution. This service is extremely popular with stallion owners as it offers a much broader opportunity for the distribution of semen across the UK and Europe.



Advantages of using the Centre

- We provide a safe and controlled environment for semen collection with a team of highly trained staff.
- Assessment of your stallion's semen quality in UK's leading equine semen Laboratory ensures that only the highest quality semen is shipped out.
- We are a DEFRA approved quarantine centre and therefore are able to ship your stallion's chilled semen throughout Europe.
- We specialise in sub-fertile stallions.
- The on-site freezing unit means that whilst your stallion is in residence you have the opportunity to freeze semen for both UK and Worldwide export.
- We continually push the scientific boundaries surrounding the chilling and freezing of equine semen and invest heavily in carrying out research to maintain our position as number one in our field.

We also realise how important it is to market your stallion effectively and we offer an excellent promotional package free of charge for all resident stallions. This includes our Gold website package plus your stallion will also appear in our annual stallion brochure which is sent to over 700 mare owners each year.

If this is not enough we share our site with one of the UK's largest equine AI and Embryo transfer centres with over 500 mares passing through each season, there really is no better place to send your stallion this season!

One Day Training Course

Collection & Assessment of Equine Semen

A one to one training course designed to meet all levels of experience from students and stallion owners to veterinarians. This training is a must for anyone who wants to gain experience of equine semen collection & assessment. The course will cover the following areas:

- **Setting up a collection unit**
- **Stallion handling**
- **Stallion training onto a dummy mare**
- **Semen collection**
- **Semen handling, fresh chilled & frozen**
- **Semen assessment**
- **Semen dilution**
- **Semen packaging**
- **Record keeping**

Course days can be booked until the end of April 2012.

For more information or to check availability contact

kate@stallionai.com or call **01948 666295**



EQUINE REPRODUCTION TRAINING COURSES 2012

ARTIFICIAL INSEMINATION TRAINING
15 & 16 FEBRUARY
8 & 9 MARCH

FOALING THE MARE
4 MARCH & 31 MARCH

FOAL & YEARLING MANAGEMENT
1 APRIL

NEW COURSE FOR 2012
MARE BREEDING MANAGEMENT
3 MARCH



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Contact us on:

Tel: 0800 141 2550

Website: www.erssales.com



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