



NEWS RELEASE

AgriClear Announces Partnerships with American Akaushi Association and HeartBrand Beef

2/9/2016

North American web-based cattle platform to feature Akaushi breed

February 9, 2016 (CALGARY) – AgriClear, a partnership with TMX Group and NGX, a wholly-owned subsidiary of TMX Group, and North America's premier online transaction and payment platform for cattle buyers and sellers, today announced important collaborations with two progressive Texas-based cattle industry organizations, the American Akaushi Association and HeartBrand Beef.

Under the terms of the arrangement with the American Akaushi Association, which represents live producers of the Akaushi (Japanese Red) breed of cattle, the Association will promote the use of the AgriClear livestock platform to its members, to help them market their Akaushi full-blood seed-stock, percentage blood replacement females, stockers, feeders and fat cattle to producers throughout North America. AgriClear has also finalized an agreement with Akaushi beef producer HeartBrand Beef under which HeartBrand will utilize the AgriClear platform and settlement services for feeder and fed cattle procurement. Both agreements are effective immediately.

"We are excited to announce this new partnership as we continue to gain traction and grow the AgriClear network within the U.S. cattle industry," said Nevil Speer, Vice President of U.S. Operations, AgriClear. "This is a prime example of how AgriClear enables leading organizations and progressive cattlemen to differentiate themselves in the marketplace to capture greater value for their cattle."

The Akaushi breed which was brought to the U.S. from Japan over twenty years ago, and is known for its high-quality, flavorful and healthy beef. The lineage of each animal can be traced back over thirty generations. Akaushi is the only natural 100% source verified beef in America.

"The American Akaushi Association is extremely excited to offer this new marketing and settlement tool to our membership. Through our partnership with AgriClear, this new format will allow Akaushi producers to buy and sell beyond their local and regional areas today while also showing strong potential to help us grow the sector both nationally and internationally into the future," said Bubba Bain, Executive Director, American Akaushi Association.

"HeartBrand Beef is eager to begin buying and selling cattle with the AgriClear platform. We feel it will streamline the process and add marketing options. I am especially excited about the added financial security it gives to both buyer and seller," added Jordan Beeman, President of HeartBrand Beef.

To learn more about cattle marketing on your terms, visit www.agriclear.com and follow AgriClear on Twitter: [@AgriClear](https://twitter.com/AgriClear)

About American Akaushi Association

In 1994 the nucleus of the American Akaushi herd was brought to the United States. The same closed herd and multi-trait selection process used in Japan, is now used in the United States by the American Akaushi Association members. American Akaushi cattle are 100 percent pure and are direct descendants of the Mount Aso Region's revered Akaushi herds. The Akaushi breed was approved by the National Pedigree Livestock Council as an official purebred breed and received a breed code (AA) from the National Association of Animal Breeders. Our branded beef programs have been approved by the USDA which should help our members increase their bottom line.

We are committed to increasing the number of Akaushi influenced cattle by working with producers who have a desire to significantly improve the quality and value of their calves using their current cow herd. Additionally, we will manage the American Akaushi Association as a business, investing profits back into membership programs, market research and services in order to best serve the membership's goals, while maintaining the highest level of integrity. For more information about the American Akaushi Association, visit our website at www.akaushi.com

About HeartBrand Beef

Fourth-generation cattle ranchers Ronald and Jordan Beeman created HeartBrand Beef to revolutionize the beef industry by bringing exceptionally delicious and healthy Japanese Akaushi beef to American consumers.

HeartBrand's Akaushi Beef is both tender and delicious as well one of the healthiest sources of protein you can eat. The great taste and health benefits are unique to Akaushi cattle, so the Beemans have worked diligently to maintain and protect the Akaushi breed. HeartBrand produces source-verified Akaushi beef under rigorous quality guidelines and certified product testing. HeartBrand is involved in every step of the process, from ranch to table, ensuring that our beef is both the best-tasting beef in the world and the healthiest beef you'll ever eat. For more information about HeartBrand, visit our website at www.heartbrandbeef.com

About AgriClear and TMX Group (TSX:X)

AgriClear's unique platform offers cattle buyers and sellers the highest level of security and assurance. Through a partnership with TMX Group and NGX, a wholly-owned subsidiary of TMX Group, AgriClear leverages a wide range of knowledge and expertise. Backed by the financial support and clearing expertise of these two entities, clients are assured of receiving payment for delivered cattle and receiving cattle as negotiated.

TMX Group's key subsidiaries operate cash and derivative markets and clearinghouses for multiple asset classes including equities, fixed income and energy. Toronto Stock Exchange, TSX Venture Exchange, The Canadian Depository for Securities, Montréal Exchange, Canadian Derivatives Clearing Corporation, NGX, AgriClear and other TMX Group companies provide listing markets, trading markets, clearing facilities, depository services, data products and other services to the global financial community. For more information about TMX Group, visit our website at www.tmx.com.

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