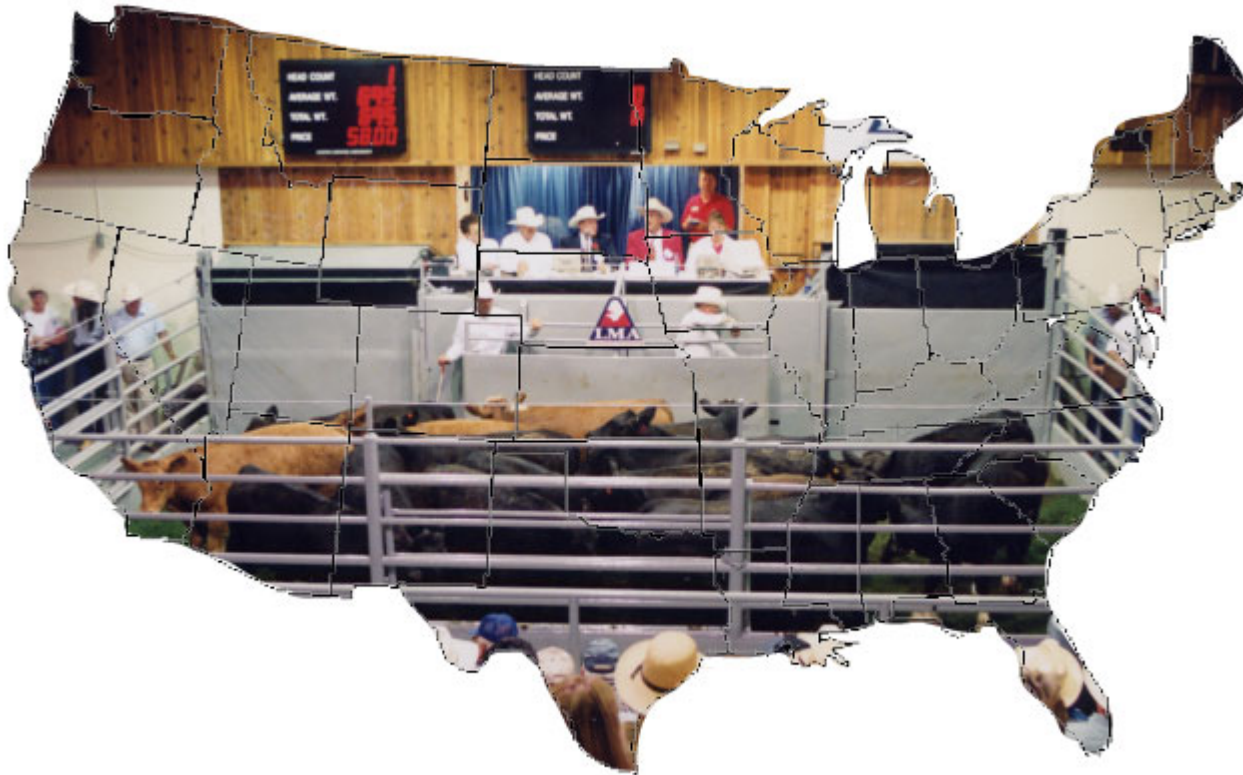




www.LMAAuctions.com

The Live Internet Auction Service of Livestock Marketing Association



I. Viewing Online Sales

IMPORTANT: To watch an online auction a high speed internet connection is required. A 256 K hi-speed connection is recommended for the best viewing and bidding experience. Internet connectivity can vary by connection type (DSL, LAN, Satellite, and Hi-Speed Wireless). It is recommended that you speak to your internet provider to check on your connection speed and if necessary upgrade to a higher download speed.

To view / participate in an online auction at www.lmauctions.com you must have the following equipment:

- Computer or Laptop computer with Microsoft Windows 97, 2000 or XP.
- Hi-Speed Internet Connection of 256k or higher.
- Internet Explorer or similar web-browser program
- The latest version of Macromedia Flash (A free program downloadable at www.macromedia.com)

DIAL-UP USERS: Due the limitations of a dial up internet connection, dial-up internet users are limited to audio only. These users will be able to listen to each sale live but no video will be viewed and online bidding is impossible.

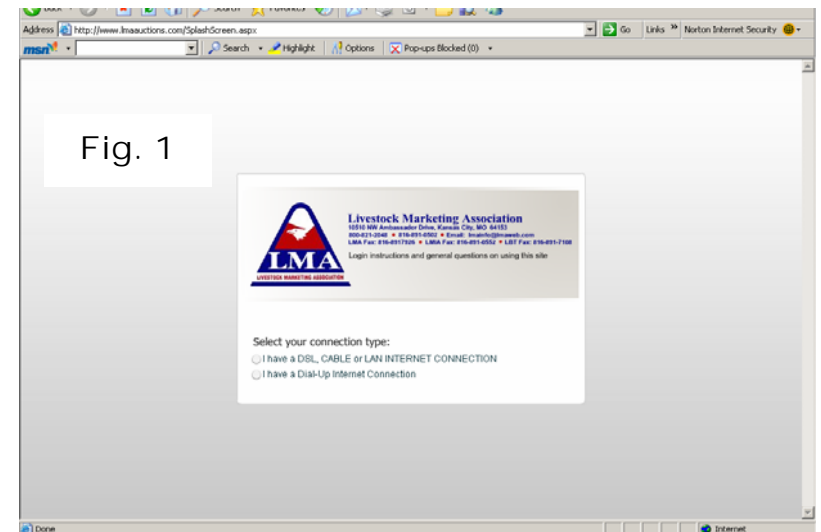
I have the right equipment – What’s the next step?

As a viewer or potential buyer, if you have the equipment listed above, you are ready to begin watching and/or bidding LIVE – ONLINE.

- Open your web browser
- Enter the web address – www.lmauctions.com
- On the following screen, select your internet connection type. (Fig. 1)

For Dial-Up Users

- Select “I have a dial-up internet connection.
- A list of all sales will be available on screen.
- To scroll through the list click on the ▼ located in the lower right of the information box located on screen. This will expand the list and allow you to scroll up or down through the sales.
- Only the sales listed at “Currently Broadcasting” will have audio available at that time.



REMEMBER - DIAL-UP USERS: Due the limitations of a dial up internet connection, dial-up internet users are limited to audio only. These users will be able to listen to each sale live but no video will be viewed and online bidding is impossible.

For All Hi-Speed Users

- Select “I have a DSL, Cable or LAN Internet Connection” to proceed on to the screen shown in Fig. 2.
- The auction listings highlighted in **BLUE** are currently broadcasting but are not accepting online bids. To bid at these sales a buyer should call the market directly.
- The auction listings highlighted in **GREEN** are currently broadcasting and ACCEPTING ONLINE BIDS from registered and approved buyers - *the buyer registration process will be discussed in a following paragraph.*

Creating a Viewer Account

- After selecting the first sale to view, an informational log in box will appear in the upper half of your screen as shown in Fig. 3.
- If you have not already created a viewer account with LMAAuctions.com, you will need to do so now in order to log in to the online sales.
- In the Upper half of your screen you will find the text “Create a new user”
- Click on this text and you will be redirected to the viewer registration page as shown in Fig. 4.



Fig. 2

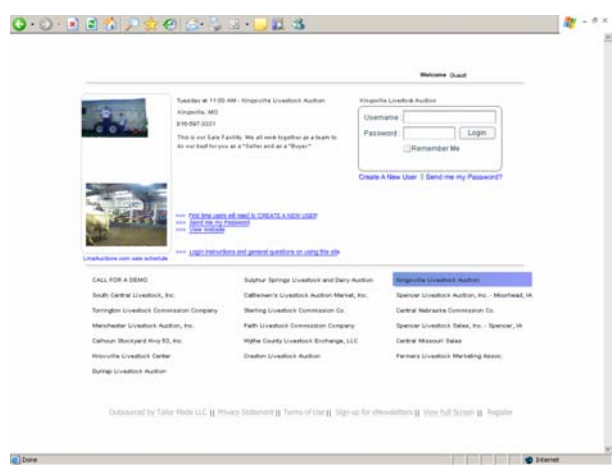


Fig. 3

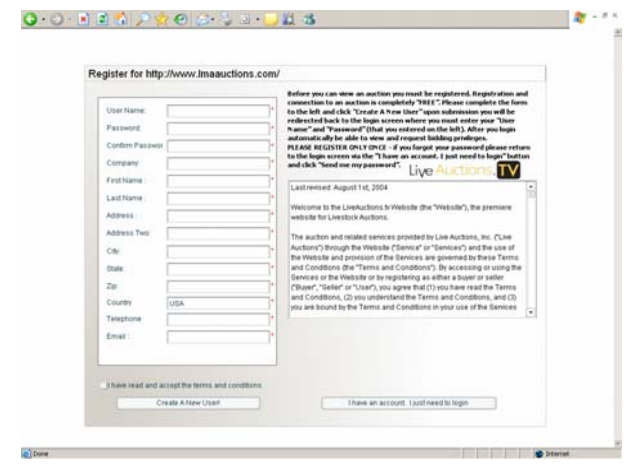


Fig. 4

Register for <http://www.lmaauctions.com>

- Complete the buyer registration form
- Enter a USER NAME that will be used for logging in to all sales. The USER NAME must be at least 5 characters with no spaces and should be easy for you to remember.
- Enter a PASSWORD that will be used for logging in to all sales. The PASSWORD must be at least 5 characters with no spaces and should be easy for you to remember.
- Confirm your PASSWORD. Simply retype the PASSWORD entered into the space above.
- Enter your COMPANY NAME. The Company NAME can be your business name, farm or ranch name.
- Enter your FIRST NAME and LAST NAME
- Enter your ADDRESS.
- ADDRESS 2 may be left blank or completed if you need additional space or would like to provide a mailing plus physical address.
- Enter your CITY and STATE, ZIP CODE and COUNTRY. The state must be entered with the postal abbreviation (example: Missouri = MO)
- Enter your TELEPHONE NUMBER.
- Enter your EMAIL ADDRESS. The email address you provide will be used for requesting your account password if needed, the auctions will use it to communicate with you if you request a buyer number and will also be used to send you email schedules of online sales. You may opt out of receiving the email promotions at any time.
- After completing the required information please read the TERMS & CONDITIONS of the online sale. If you have read and understand the TERMS & CONDITIONS please place a check mark next to the text “I have read and accepted the terms and conditions.”
- Now click on “Create a New User” to complete the registration process. (An example of a completed Viewer Registration form is shown in Fig. 5.)

Fig. 5

Logging In to watch an online sale

Now that you have created a viewer account you can log in to watch any of the LMAAuctions.com sales. Your viewer registration grants you access to all of the online broadcasts, however, you will be required to complete a bidder registration form if you are interested in bidding.

- Enter your USER NAME and PASSWORD into the spaces listed in the upper right of your screen. (An example is shown in Fig. 6.)
- Then click on Login.

I entered my username/password wrong

- If you incorrectly enter your user name or password the system may redirect you to the viewer registration page.
- If you already have an account simply scroll to the bottom of the page and click on “I have an account, I just need to log in.”
- This will take you back to the log in screen to attempt your username and password again.

I can't remember my user name/password.

- If you can not remember your username or password, click on “Send me my Password?”

Fig. 6

- In the space provided enter the email address that you used to create your account.
- The system will send your username and password in the body of an email to that address.

I have an account... I'm logged in... What's next?

Now that you have successfully created a viewer account and logged in to an online sale you can now:

- Watch and listen to the online auctions
- Register as a buyer at a sale
 - When you log in to an auction, if you are not a registered buyer, a pop up will appear on screen asking if your "Seat is Saved" (An example is shown in Fig. 7.)
 - This is the buyer registration form.
 - You are NOT required to register as a buyer. You can watch all of the online auctions without completing the buyer registration. However, to bid at an auction you are required to complete this form.



I don't want to bid online... I just want to watch the sale.

- If you DO NOT want to register as a buyer, simply click on NO THANKS in the bottom of the registration box or click on the X in the upper right corner of the registration box.
- This same registration box will appear each time you log in to a sale. Continue to select NO THANKS or the X to close it.

YES, I do want to register as an online buyer.

- If you would like to request a buyer's number from an online sale complete the registration form and click on "Register for a Buyer Number."
- IMPORTANT NOTE: You will be required to complete a registration form for each sale at which you would like to bid.

- The form requests a Banking Reference (Name of your Bank), the location city and state of your bank, a banking contact (loan officers name), and bank phone and fax number.
- It would be helpful if you would contact your bank at the time of registering to let them know that you are requesting a buyer's number from LMAAuctions.com.

- This information will be sent to the market at which you are registering and to the Livestock Board of Trade (LBT) staff at Livestock Marketing Association.
- A member of the LBT will contact your bank for confirmation of your identity and information regarding your status as a banking customer.
- This information helps the online auctions make educated decisions about the viability of an online buyer and helps to protect the market, consignors and other buyers from bad checks or non payment of livestock purchased.
- By contacting your bank or loan officer, the buyer registration process can be expedited, allowing you to start bidding much sooner.
- If you choose to register for a buyer number after having closed the registration box, simply select Register for a Buyer Number located in the lower center portion of your screen.

How do I know I've been approved as a bidder?

- When the online sale at which you have requested a buyer's number approves you to bid at their sale you will be notified by email of your approval status.
- After being approved, the next time you log into that auction you will find your buyers number listed just below your name in the top right corner of the screen.

How many buyers' numbers can I get?

- Each online bidder is assigned only ONE buyer number. For split orders you should contact the auction to set up separate numbers while buying.
- Should you need split numbers while buying, simply use the chat feature on screen to convey the number to the online clerk.

How do I make the video image larger?

After logging in and choosing whether or not to register as a buyer, you can adjust the image size very simply.

- On the lower right hand side of the screen you will see the text VIDEO and a bar that slides from left to right.
- Slide this bar to the right to increase the video image size.
- IMPORTANT NOTE: As you increase the image size, the picture may become more distorted (fuzzy or grainy). The original screen size is set to provide a standard hi-speed internet connection with a quality video image.

How do I chat or ask questions of the online auction?

As a viewer or as a bidder you have the ability to chat with the clerk of the online auction and with other online viewers.

IMPORTANT NOTE: Remember though, the questions or comments that you ask via the online chatting options will be viewed by all online viewers and the broadcasting auction market.

- On the lower left hand side of the screen while logged in to view a sale you will see a rectangular box and next to it, a CHAT icon. Type your message into this space and when finished typing your message, click on CHAT.
- Your message will appear in the larger box just above.
- You have the ability to change the color that your message appears in. To change your font color click on the color that is listed next to Chat and select either RED, BLUE or BLACK from the list.
- Changing your font color can assist you in differentiating your message from other viewers or the online clerk.
- The online clerk at the auction that you are viewing has the ability to occasionally clear the chat box. This may be done to reduce clutter and keep information flowing clearly.

How do I move between live online sales without having to log out and log back in?

After logging into a sale you have the ability to move between online sales without going to the hassle of logging out and selecting a new auction.

- In the upper right corner of your screen you will see the text VIEW AUCTIONS.
- Select VIEW AUCTIONS and on the left hand side of your screen a list of all the online sales will appear.



Fig. 8

- Those that are highlighted in BLUE are broadcasting live but are NOT accepting online bids.
- Those that are highlighted in GREEN are broadcasting and ARE accepting online bids.
- Select the sale that you would like to view.
- Click on CLOSE to remove the auction list from your screen.
- An example is shown in fig. 8.

What does “Market Name is not currently accepting bids” mean?

- If an online auction is not currently accepting online bids this text will display on screen.
- Many auctions will only accept bids during the feeder calf and yearling portions of their sale as well as the bred and replacement female portion.
- If at any time you are interested in bidding at an online auction that is not currently accepting online bids, please contact LMA at 800-821-2048 and request to speak to the internet auction personnel or contact the market directly.

- If you are a registered bidder the market phone number will be displayed on your screen just above the text “*Market Name* is not currently accepting bids”.
- You can access full market contact information by visiting www.lmaweb.com/lmaasales.com or by selecting view auction directory from the lmaauctions.com home page.

What do the Lot, Number, Weight, Avg. Weight, Asking Price and Current Price mean?

This information will be available on screen is the online auction is actively clerking the online sale and/or accepting bids. A description of this info is as follows:

- LOT – Lot number will be entered when the draft of livestock or other item that is selling has been cataloged in advance. The LOT number will allow online viewers who have previewed the online catalog to match currently selling drafts to those in the catalog.
- NUMBER – This is the total head/item count of the livestock or items currently selling. Some auctions are equipped with a picture in picture layout of their auction. This allows them to display their market “scoreboard” on the live video screen rather than keying it in. If this is the case the Number space may be left blank or the text SEE SCREEN may be displayed.
- WEIGHT – This is the total weight of the livestock currently selling. Some auctions are equipped with a picture in picture layout of their auction. This allows them to display their market “scoreboard” on the live video screen rather than keying it in. If this is the case the Weight space may be left blank or the text SEE SCREEN may be displayed.
- AVERAGE WEIGHT – This is the average (per head) weight of the livestock currently selling. The number is automatically figured based on the Number and Weight information. Some auctions are equipped with a picture in picture layout of their auction. This allows them to display their market “scoreboard” on the live video screen rather than keying it in. If this is the case the Avg. Weight space may be left blank or the text SEE SCREEN or INV may be displayed.
- ASKING PRICE – The online clerk is responsible for entering the asking price in time with the live auctioneer as he increases the price through his chant. If you are connected using a hi-speed internet connection, the price displayed should match the auctioneers live audio.
 - IMPORTANT NOTE: The amount displayed in the ASKING PRICE area on screen is the amount that you will bid if you are a registered and approved bidder and you click the on screen bid button.
 - Your online bid is directly connected to the ASKING PRICE displayed on screen, not the audio that you hear. |

- If you feel that the audio and displayed asking price are out of sync due to a delay on your internet connection, it is recommended that you turn down your audio and bid based on the screen display only.
- CURRENT PRICE – Some auctions may display the Current Price. This amount is the price that the draft was set in at or the price at which bidding began.
 - IMPORTANT NOTE: *THIS IS NOT THE AMOUNT THAT YOU BID.*

I'm a REGISTERED and APPROVED BIDDER... how do I place a bid?

If you have completed the buyer registration form as discussed on page eight (8) and have been approved and assigned a buyer number as discussed on page nine (9), you are ready to begin bidding, LIVE, in real time at the auction that has approved you.

- REMEMBER, the price that you bid is the price that is currently displayed in the Asking Price space on the right hand side of your screen.
- Your bid button is displayed at CLICK HERE TO BID and is located below the weight and asking price information and just above the text PRICE CHANGED or BIDDING CLOSED.
- When you select your Bid Button to place a bid, the text YOUR IN and another icon displayed as I'M OUT will appear next to it.
- Please remember to only click on the Bid Button once for each bid that you want to place.
- If you are outbid by another online bidder or by a buyer "in house" at the live auction, the text PRICE CHANGED will appear on your screen.
- To place another bid, continue to repeat the steps:
 - Click on CLICK HERE TO BID
 - The text YOUR IN will appear below the bid button
 - When outbid the text PRICE CHANGED will appear
- If you want to stop bidding on the draft and let the online clerk know so that he/she does not wait for another bid, select I'M OUT.
- If you are the winning bidder for the livestock or item selling, a grey box will appear briefly in the center of your screen with the message "CONGRATULATIONS, A MEMBER OF THE AUCTION STAFF WILL CONTACT YOU FOR PAYMENT INSTRUCTIONS."

A Bid is a Contract!

- REMEMBER: An online bid is a contract. By bidding you are agreeing to pay in full for the livestock or items purchased according to the terms and conditions of LMAAuctions.com and the individual auctions at which you are bidding.

- If you have any questions about the terms of payment you should contact the auction BEFORE placing a bid.

Pick up and delivery arrangements for all livestock or items purchased.

- Unless prior arrangements have been made and approved by the auction market at which you are bidding, it is the FULL responsibility of the buyer to make arrangements for pick up and transportation of all livestock and items purchased.
- Unless prior arrangements have been made and approved by the auction market, NO LIVESTOCK or ITEMS WILL BE RELEASED UNLESS PAID FOR IN FULL.