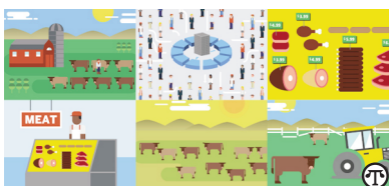


A Rare Look At Beef Prices In New Futures Fundamentals Video

(NAPSA)—Ever wonder why the price you pay for beef at the meat counter or for that juicy steak in a restaurant fluctuates frequently? The explanation starts on the ranch. Cattle producers face a number of risks in the marketplace. These risks determine the price they receive for their livestock—and the price you pay for beef. Market conditions outside a rancher's control—from



The price of meat is determined by a number of factors and market conditions.

severe weather and the threat of disease to rising feed costs and global meat demand—all factor into that grocery or restaurant tab.

To help inform consumers about the factors that determine the price of meat, CME Group has released “Risk on the Ranch,” the final of three videos issued on Futures Fundamentals this year. Futures Fundamentals is an online resource from one of the world's leading derivatives exchanges. It is available at www.futuresfundamentals.com. The brief video uses a combination of live action and animation to explain concisely and clearly what determines food prices.

The video explores how market conditions, such as severe drought in the Southern Plains, can weaken cattle herds and drive up livestock feed and other costs. “Besides providing insights into the risks cattle producers face every day, this video explains the role that CME Group plays in helping ranchers and beef processors manage those risks. Futures markets help producers and manufacturers to hedge price risk, which ultimately can benefit consumers,” noted Anita Liskey, CME Group Managing Director, Corporate Marketing & Communications.

The Futures Fundamentals videos seek to make financial education an engaging experience for anyone. With easy-to-understand content that audiences from students to experienced market participants find informative, the Futures Fundamentals website takes investing concepts such as futures, hedging and speculating, and shows how each plays an essential role in the world around us.

Learn how ranchers, farmers, merchants and individuals can handle the risks of global business. Visit www.futuresfundamentals.com.