



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Thomas Claey's shown holding his winning scale, along with sister Theresa Claey's and Adam St. Germain

DIGI-STAR FACEBOOK 2013 CHAMPION

FORT ATKINSON, WIS....July 24, 2013. Thomas Claey's of Winnebago, Minn. was the winner of the Digi-Star Champion contest with over 1,000 likes for his project photo posted on Digi-Star's Facebook page. As the winner Claey's received a [Stockweigh Wrangler Alleyweigh platform scale](#) with a battery powered SW 300 indicator.

Claey's' sister Theresa entered him in the contest to help fuel his growing passion for showing cattle. Thomas is the only one who could show Zena, the Simmental heifer shown in his entry photo. She said it all started two years ago with two little bucket calves he named Lewis and Sacajawea. The calves followed him like puppies and Thomas is a natural on the lead.

Theresa entered Claey's' picture near the end of the contest, but "likes" quickly shot up and pushed out the next closest entry with 700 likes.

Digi-Star Stockweigh Product Manager, Larry Raupp said, "We were blown away by the excitement the contest generated." Digi-Star used the Facebook contest to build awareness of its new online store and to show our commitment to youth livestock projects. While only one entry won a scale system, each contestant received a discount coupon to be used at [Digi-Star Direct](#).

The Claey's' were impressed with the scale accuracy, even on uneven ground, and plan to take it with them to many of their shows. Raupp said, "We hope to make this an annual event to kick-off the livestock youth show season."

To see all of the entries and additional information about Digi-Star's innovative products, "like" [Digi-Star on Facebook](#).

Headquartered in Fort Atkinson, Wisconsin, with additional facilities and businesses in the Netherlands and United Kingdom, Digi-Star LLC is a global supplier of electronic sensing equipment, precision sensors, displays and software used by farmers and other equipment operators to precisely measure and analyze valuable data from critical farming processes.

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