



FOR IMMEDIATE RELEASE

CROSS CREEK RANCH IMPLEMENTS HUNTPRO, BRINGING ITS WILDLIFE MANAGEMENT PROCESSES INTO THE 21ST CENTURY

December 2022 – Carrollton, GA. - HuntPro today announced that Cross Creek Ranch, Bob Winfrey, and Rock Branch Reserve have chosen to implement HuntPro as their wildlife management platform. Cross Creek Ranch, is a 550+ acre property located in West Texas that is used primarily to hunt Whitetail Deer. Cellular cameras located throughout the property capture images which are sent directly to HuntPro, which then fully automates the process of identifying, filtering, and organizing pictures using an advanced Artificial Intelligence (“AI”) based image-recognition platform.

“Implementing HuntPro has been a real game-changer for us in terms of how we manage our wildlife populations,” said Lance Seach, of Cross Creek Ranch. “We are able to quickly see and review images as they come in and communicate with our biologist and hunters in near real-time.”

HuntPro has a robust set of powerful features and capabilities that help property owners and managers drive efficiencies within their operations, automate manual processes, and help their herds thrive. The groundbreaking wildlife management platform leverages cutting-edge AI and machine-learning based image recognition filtering images by species, location and date, and providing specific animal tagging, management lists, population study analytics, property management tools, maps and weather conditions. HuntPro identifies many species including deer, turkeys, feral pigs, bobcats, and coyotes and can also identify people and vehicles.

“Cross Creek Ranch, Bob Winfrey, and Rock Branch Reserve have phenomenal operations. We are thrilled that they can leverage our technology to enhance their hunting experience, drive efficiency, and give them more time to pursue their passions. With the increased knowledge of their herds, they can work with their biologists to improve overall herd health and provide a better opportunity for their hunters.” said Johnathan Samples, the President of HuntPro.

HuntPro works with any brand of trail camera and is accessible through any mobile device or web browser. With HuntPro’s artificial intelligence engine, users can instantly and easily access, manage, and understand wildlife populations and property activity.

About HuntPro

HuntPro is the industry’s first and only wildlife management platform that combines patented AI powered image recognition technology with easy-to-use species filters to help hunters, wildlife professionals and scientists alike save time and money and be more efficient. HuntPro also features animal tagging tools, harvest lists and data collection tools, built-in population study analytics, maps and weather conditions making it a first-of-its-kind, complete wildlife and hunting management platform. Visit [Huntpro](https://www.huntpro.com) to learn more or follow @huntpro_ai on Instagram, Twitter, Facebook, YouTube and LinkedIn.

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