

Specie Group	Brand	Product Group	2008 Deal Description	PE DESCRIPTION	PE Expiration	Min Order	Max Order	Effective Dates
Cattle	Purina	Standard Bagged/Block Minerals	5% off on All Standard Bagged / Blocked Cattle Minerals; Lvl 6 Codes A65,A67,A69,C17,C19,C20	EXPO-WNR MINERALS	12/31/2008	20 bags	960 Bags (24 Tons)	2/18/08 - 4/11/08
Cattle	Purina	W&R Tubs	8% off All Standard W & R Mineral Tubs; Lvl 6 Code C27	EXPO-PURINA TUBS	12/31/2008	1 ton Pallet	22 Tons (1 Truckload)	2/18/08 - 4/11/08
Pig	Purina	Young Animal Prestarters & Gels	\$20/ton off on orders of 2-5 ton; \$30/ton off on order of 5.1-21 tons	EXPO-PIG CHOW/SURGE GEL	12/31/2008	2 Tons	21 Tons	2/18/08 - 4/11/08
Companion	Purina	Sunfresh Flock Block 25#; NEW Goat Block 33.3#; Goat Mineral 25#; Champion Drive Topdresss Bucket 25#	Buy 5-10 blocks, buckets or bags, get 10% off each OR Buy 11+ blocks, bags or buckets and get 20% off each	EXPO-FAMILY LIVESTOCK	12/31/2008	10 Blocks, buckets or bags Mix & Match	320 Blocks, buckets or bags	2/18/08 - 4/11/08
Companion	Purina	Start & Grow Small Pack	15% OFF pallet (200 bags) of 5# SunFresh Start & Grow (\$525 cost). Comes shipped as pallet promotional display	EXPO-5# SMALL PACK PALLET PROMO	12/31/2008	1 Pallet	No Max	2/18/08 - 4/11/08
Companion	Purina	Family Flock Layena SunFresh Recipe	Full Pallet Promo--Purchase 1-3 tons = 5% off; 4-7 tons = 7% off; 8+ tons = 10% off	EXPO-PURINA FLOCK	12/31/2008	40 Bags	440 Bags	2/18/08 - 4/11/08
Companion	Purina	Rabbit Chow 10# Gourmet or Complete Plus	Save 25% when you order 1-5 cases of 10# Rabbit Chow Gourmet or Complete Plus - OR - Save 50% when you order 6 or more cases. 5 units per case. Mix & Match	EXPO-RABBIT CHOW	12/31/2008	1 Case	No Max	2/18/08 - 4/11/08
Companion	All Show Brands	Honor, Show Chow & NEW Honor Show Chow	Mix & Match Promo: Buy 1-3 tons = 5% off; 4-7 tons = 7% off; 8+ tons = 10% off.	EXPO-SHOW	12/31/2008	40 Bags	440 Bags	Booking Voucher May 5 - June 6
Outdoor	Purina Wildlife	Wildlife Blocks & Deer & Elk Mineral	15% off; Mix & Match within pallet (includes Deer & Elk Mineral)	EXPO-WILDLIFE BLOCKS & DEER/ELK	12/31/2008	10 Units Mix & Match	320 Blocks	2/18/08 - 4/11/08
Outdoor	Purina Wildlife	AntlerMx Deer 20%	4% Off 1-4 pallets; 6% Off 5-8 pallets; 8% off 9 pallets up to truckload. Minimum full pallet quantities. Like sized product (SKU) per pallet, (excludes Wildlife Blocks and Deer & Elk)	EXPO-ANTLERMAX	12/31/2008	1 Pallet	Truckload	2/18/08 - 4/11/08
Pet	Lake Country	Achieve	4% Off 1-4 pallets; 6% Off 5-8 pallets; 8% off 9 pallets up to truckload. Minimum full pallet quantities. Like sized product (SKU) per pallet.	EXPO-ACHIEVE	12/31/2008	1 Pallet	Truckload	2/18/08 - 4/11/08
Pet	Purina	Red Flanned Pet Food	4% Off 1-4 pallets; 6% Off 5-8 pallets; 8% off 9 pallets up to truckload. Minimum full pallet quantities. Like sized product (SKU) per pallet.	EXPO-RED FLANNEL	12/31/2008	1 Pallet	Truckload	2/18/08 - 4/11/08
Pet	Purina	Focus Brands-Canine Advantage, Bites & Bones, Feline Medley, Resourceful, Gravy Crunches	4% Off 1-4 pallets; 6% Off 5-8 pallets; 8% off 9 pallets up to truckload. Minimum full pallet quantities. Like sized product (SKU) per pallet.	EXPO-PET	12/31/2008	1 Pallet	Truckload	2/18/08 - 4/11/08
Pet	Purina	Exclusive Pet Food	4% Off 1-4 pallets; 6% Off 5-8 pallets; 8% off 9 pallets up to truckload. Minimum full pallet quantities. Like sized product (SKU) per pallet. Mix & Match	EXPO-EXCLUSIVE	12/31/2008	1 Pallet Mix & Match	Truckload	2/18/08 - 4/11/08
Pet	Purina	Happy Hound Treats	10% Off Mix & Match	EXPO-HAPPY HOUND BISCUITS	12/31/2008	5 Units, Mix & Match	Truckload	2/18/08 - 4/11/08
Wild Bird	Purina Mills	Wild Bird Chow	Order 5-10 SKU, Get 5% off; 10+ SKU, Get 8% off	EXPO-WILDBIRD CHOW	12/31/2008	2 Ton	20 Tons (1 Truckload)	2/18/08 - 4/11/08
Mazuri	Mazuri	Small Pack/Alpaca	15% discount on all cases of Mazuri small pack AND/OR Alpaca Vitamin/Mineral Blends and Fiber Nutrients	EXPO-MAZURI SMALPAK/ALPACA	12/31/2008	No Min	1 Truckload	2/18/08 - 4/11/08
Horse	Purina	Nature's Essentials	8% discount (up to 1 truckload) any product in category	EXPO-NATURE ESSENTIALS	12/31/2008	50 units	1 Truckload	2/18/08 - 4/11/08
Horse	Purina	Omolene 100,200,300; Strategy AX, GX (BAG ONLY)	8% discount (up to Truckload)	EXPO-OMOLENE/STRATEGY	12/31/2008	1 Ton	1 Truckload	2/18/08 - 4/11/08
Horse	LC/Equine Merit	All Products	8% discount (up to 1 truckload) Equine Merit Horse Feed (excluding Pleasure products) Max 1 order per valid Ship to location	EXPO-EQUINE MERIT	12/31/2008	1 Ton	1 Truckload	2/18/08 - 4/11/08
Cattle	LOL/ Rangeland	Tubs	8% off All Standard Mineral Tubs; Lvl 6 Code 275 Beef Mineral Tubs	EXPO-RANGELAND TUBS	12/31/2008	1 Pallet	24 Tons (1 Truckload)	2/18/08 - 4/11/08
Cattle	LOL/ Rangeland	Standard Bagged/Block Minerals	5% off on All Standard Bagged / Blocked Cattle Minerals; Lvl 6 Codes 567,569,699,701	EXPO-RANGELAND MINERALS	12/31/2008	20 bags	960 Bags (24 Tons)	2/18/08 - 4/11/08
Bradfield Organic	Bradfield Organic	Fertilizer	10% discount on 20# or bigger bags	EXPO-BRADFIELD FERT	12/31/2008	5 Pallets		2/18/08 - 4/11/08
Nutrisource	Nutrisource	Treats, Grit & Oyster Shell	12% discount	EXPO-NUTRISOURCE	12/31/2008	Canisters: 5, cases - Bags: 1 pallet	NA	2/18/08 - 4/11/08
Milk Replacer	Both Brands	Both Brands	Small Pack: Buy one SKU get 5% OFF --OR-- Buy two SKU's get 10% off --OR-- Buy three SKU's get 15% OFF Large Pack: get 10% OFF all quantities	EXPO-MILK REPLACER SMALL/LARGE	12/31/2008	No Min	No Max	2/18/08 - 4/11/08
Better Animals Truckload	Purina/Lake Country	Better Animal Stocking Categorys PAY ITEMS ONLY	8% Discount Build Your Own Truckload on any Better Animals PAY Stocking Categories IF DEALER ATTENDS 2 OF 3 PRODUCT CERTIFICATION MEETINGS OFFERED ON WEDNESDAY MORNING (1 VOUCHER PER PARENT LOCATION)	EXPO-BYO TRUCKLOAD	12/31/2008	1 Truckload	Not to exceed 24 tons	2/18/08 - 4/11/08

ALL EXPO ORDERS HAVE A MINIMUM OF 14 DAY LEAD TIME FROM THE TIME THE ORDER IS SCHEDULED TO THE TIME IT SHIPS