



PURINA MILLS®

**WILD
BIRD
CHOW**
BRAND WILD BIRD FOOD

The Birders' Bargain Bucket

A Great Promotion Idea Exclusively for Purina Mills Dealers

Dear Purina Mills® Dealer:

Welcome to another exciting season for the wild bird market. Wild birds today represent over \$4 billion in consumer spending on bird products and food. As you may have seen in your own stores, customers are gaining interest in more bird related products. We're always trying new things to keep your offering fresh, exciting and attractive to your customers. With all the competition around you today (large retailers, specialty stores and the Internet), you might wonder how you can be ahead of the others in this marketplace.

Wonder no more! Your feathered friends at Wild Bird Chow® are on the job and delighted to present to you our latest promotional offer. We have collaborated with our friends at **Gold Crest Distributing** (one of the largest bird product distributors in the country) to develop a unique gift idea we call the **Birders' Bargain Bucket!** The Birders' Bargain Bucket has everything any bird enthusiast or beginner would enjoy. From feed and feeders, to a birdhouse and guide book, it has all the elements to complete the perfect birder gift package. Plus, we've included a coupon book with over \$100.00 in savings that will keep customers coming back to you for more wild bird and gardening products.

As always, we look for ways to help you increase your Wild Bird Chow and bird product sales. This year, our **"Beautiful Your Birdhouse"** contest will provide your customers with an opportunity to win great prizes (an Apple iPod and Visa® iCard). No other company in the wild bird products business offers you the marketing tools and promotions to help build your business. But not to worry, we did not forget you. We know that every successful promotion needs attention from our dealers. So for you, we have developed a display contest that could reward you Apple iPods and Visa® iCards as well. Please read the enclosed material and learn more about this exciting promotion.

***Please note:** All orders for this promotion will be handled through **Gold Crest Distributing**. Gold Crest accepts all major credit cards. All orders need to be on credit card or include a check, unless terms have already been set up with Gold Crest Distributing. Credit applications and other issues in regard to payment can be obtained by calling **Gold Crest at 888-985-2473**.

Orders for Wild Bird Chow® products (like Premium Picnic) and Bradfield Organics must be ordered from your local plant. If you have any questions regarding the dealer display contest or consumer promotion please contact Program Headquarters at 1-877-536-4477. Have a great wild bird season!

Sincerely,

Purina Mills® Wild Bird Chow®

