



Purina Mills

Dear Purina Mills Dealer,

Over the past decade Purina Mills retailers have participated in a marketing program that has revolutionized the industry and opened the door for enormous growth in our lifestyle feed business. Thousands of retailers have hosted thousands of selling events and interacted with millions of customers during this time period. This program of course, is known as the Purina Mills Gold™ Program and its legacy will forever be remembered by everyone who has participated in it and made it possible.

With that being said, the evolution of our customers, our markets and technology has created new opportunities in the arena of lifestyle animal owners. To capitalize on these opportunities and to further help you solidify and grow your lifestyle business, **we are remodeling our marketing programs. Part of this remodeling includes the retirement of the program known as Purina Mills Gold™** which we feel has run its course and is no longer relevant to the opportunities that lay before us.

The new dealer marketing program is still in incubation and will hatch in early 2007. **Over the next few months your sales representative will be communicating more details of the new program and how it will be presented to you. In the mean time, it is vital that you continue to plan your 2007 calendar just as you would have in the past. This includes planning your HOW - Horse Owner Workshop® meeting and Start'em Right event** just as you have in the past. As I mentioned, the changes to the program are best described as a remodeling not a demolition so there will still be recognizable elements to the new program that were present in the past.

Another element we're retaining from the 2006 program is Animal Care Workshop. This was traditionally held in late February/early March. With the release of the new program postponed to spring of 2007, we've bumped the dates for Animal Care Workshop back to June. This allows you time to sign your employees up and plan their travel to St. Louis.

In closing, all of us at Land O'Lakes Purina Feed would like to personally thank you for your support of our products and programs over the past decade. Together we've grown this business and taken it place many would have never dreamed. We'd also like to invite you to join us in an exciting new era as we again revolutionize the industry and pave the road for continued growth of your lifestyle feed business.

Sincerely,

Brant Gilbert
Marketing Manager – Retail Marketing Services