

## HOW® Season 2007

- Watch for your HOW kit in the mail in JANUARY! (All dealers who scheduled a HOW meeting with their sales representative will receive a kit.)
- Read about NEW Strategy® horse feed in your new brochures
- Plan your HOW advertising using the provided ad-slicks
- NEW PACKAGING -Watch for the NEW Strategy® horse feed bags!
- Strategy® Informational DVD – This DVD will be available explaining STRATEGY® and testimonials from the horse market on Strategy® feedings. Play this at your HOW® meeting or at your next staff training.

### Purina Mills Horse Owner's Workshop (HOW) Continues to Gain Momentum in 2007

After three increasingly successful years, Purina Mills Horse Business Group is launching year four of its largest and most popular equine event. The Purina Mills Horse Owner's Workshop (HOW) is a traveling program that provides horse owners with the most up-to-date information about equine nutrition, veterinary issues, training techniques, the latest gear, horse care products and more

This year sweepstakes is similar to 2006, we're offering a Sundowner horse trailer, shopping spree from Wrangler, generous assortment of horse products and of course the John Deer Gators.

During the HOW season, Purina Mills will also invite local horse owners to participate in the Strategy® Better Horse Challenge. A Buy 2, Get 1 Free coupon for Strategy® Professional Formula GX horse feed gives participants a trial opportunity, and they can take the challenge! Strategy horse feed promotes a healthier, happier horse, you can start seeing results in 30 days, a shinier hair coat, increased performance, improved body condition and better overall horse health.