

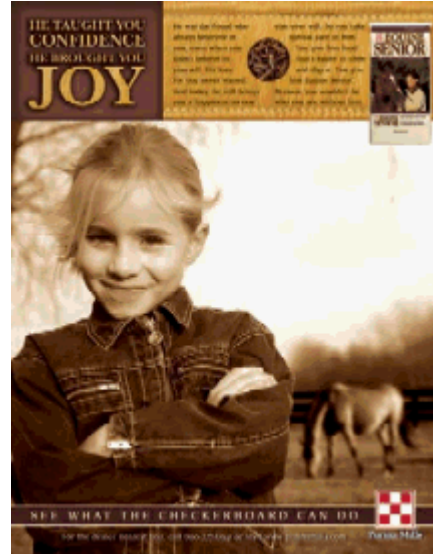
## Horse Feed Ad Wins Industry Award

Land O'Lakes Purina Feed took second place in the Corporate Advertisement category of the American Horse Publications 2006 Annual Awards Program earlier this year in Orlando, Fla.

The ad, entitled "Joy," was for Purina Mills Equine Senior. It appeared in numerous equestrian trade publications, such as *Horse & Rider*, throughout 2005. The next generation of this ad series is running now in horse publications across the country.

Marketing Manager Dr. Scott King says the ad's headline, "He Taught You Confidence, He Brought You Joy," really caught readers' attention. The ad was one of 11 entries submitted within the Corporate Advertisement category, and it was one of three ads to receive an award.

Judges said the ad featured "beautiful duo-tone photography and complementing color palette, which create a distinct quality and memorable appeal for this ad." They also said, "The headline, copy and images work perfectly together. The attention to production detail, highlights, shadow and reproduction are exceptional. Organization of content, product, and detailed insert images, create a strong presentation. Top-notch production."



American Horse Publications Awards were presented in 53 categories, which included writing, advertising, design, photography, illustration and general excellence. Each category was judged by a panel of ag and equestrian editorial and design experts.