



“Move Up to the Edge”

Horseman’s Edge Summer Promotion

Give Your Horse the Edge - Horseman’s Edge delivers performance at a reasonable price. Horseman’s Edge feeds are formulated from fresh, natural grains fortified with essential protein, vitamins and minerals. Fed with hay or pasture, Horseman’s Edge products provide consistent quality and balanced nutrition for your horse at a great value. Where else can you find a feed at this price that offers as much quality and is backed by as much research? Available in sweet or pelleted 12% protein feed.

Promotional Offer:

- July 1 – September 30, 2006
- POS and promotional in-store materials
- Retailer listing in Regional advertisement
- Provide Buy 2 Get 2 Free coupons* to retailer during 7/1 – 9/30 promotional period

Requirements:

- 2 Ton minimum (mix and match) initial stocking requirement on the New Horseman’s Edge Sweet or Pelleted feed.
- Build a display, utilize POS materials and maintain during 60 day promotional period.
- Run advertisement in local marketplace publication at least one time during promotional period (Ad slick provided if needed).
- Support promotion and honor coupons
- Conduct an employee “in-store” training program on Horseman’s Edge.

Dealer Name/JDE #

Dealer Signature and Date

Dealer Address

Dealer Phone #

Salesperson Signature

Date

BUY 2, GET 2 FREE*!
on any Horseman’s Edge® horse feed.

* Bring in one bag (empty or full) of a competitor’s horse feed (not valid on any Equine Merit™ Horse Feed) and get a coupon good for 2 FREE bags of any Horseman’s Edge® Horse Feed when you buy 2 at regular price.

Offer good on Horseman’s Edge® Pelleted Feed and Horseman’s Edge® Sweet Feed
Limit to ONE Per Purchase, Per Household.
VALID AT ANY SELECTED PARTICIPATING PURINA MILLS DEALER.