

28 March 2007

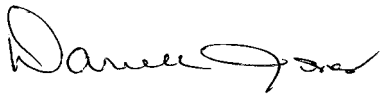
Dear Dealer,

Thank you for your support of the Colorful Companions® products. Since the Purina, Land O'Lakes expos, we have had substantial growth in the Colorful Companions® product line and would like to award you product discounts for your hard work. Enclosed you will find the brochure with a sales promotion inside.

There are three options to choose from. Please pick one that fits your needs the best and place the order with your Purina sales person. Once products are delivered and paid for please send a copy of your paid invoice, not a statement, to Jones Seed Company for your discount. Jones Seed Company will process the invoice and send you your rebate check. If you choose option 1 or 2, which offers the gravity bins and shelves, please call so we can get proper delivery information.

Colorful Companions® products are available at your Fort Worth Distribution Center and Richmond Distribution Center. This offer is valid until June 1, 2007. If you have any questions, please call your Purina sales people or Jones Seed Company. Thank you once again, and we wish you continued success!

Sincerely,

A handwritten signature in cursive script that reads "Darrell Jones".

DARRELL JONES
JONES SEED COMPANY, INC.
President

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