

## **NEW STRATEGY<sup>®</sup> GX HORSE FEED**

The Strategy<sup>®</sup> bag will keep the same white look with a more consumer-friendly back.

New Strategy<sup>®</sup> will show up on the February price list.

New Strategy<sup>®</sup> will have a different code number so both the old and new Strategy<sup>®</sup> products will appear on the February and March price lists.

New enhanced Strategy<sup>®</sup> GX horse feed will first show up on the price list at the same price as original Strategy<sup>®</sup>.

### New Strategy<sup>®</sup> GX formula:

- Same min. 14% protein and min. 6% fat
- Higher fermentable fiber at max. 12.5%
- Enhanced levels of key amino acids
- Improved levels of vitamins and minerals

### Important Dates:

- Retailers HOW<sup>®</sup> kits will start arriving around January 15<sup>th</sup>.
- Retailers should start being able to order new Strategy<sup>®</sup> sometime in late January to February.
- Advertising in the February issues of key horse magazines for HOW<sup>®</sup> and the Strategy<sup>®</sup> Better Horse Challenge will hit newsstands around January 22, reaching over 6,000,000 subscribers.
- Dealers will receive an update on new Strategy<sup>®</sup> at the Phoenix Expo February 6-8, 2007.