

PARTICIPATION/ORDER FORM

PMI Nutrition® Exclusive® Pet Food GET FRESH! Growth Drive

This form allows you to order your first shipment of PMI Nutrition® Exclusive® Pet Food along with a free GET FRESH floor display, samples and POS materials — and the opportunity to purchase more. It also describes the details of the Exclusive Rebate Program. Retailer agrees to participate in the 2006 PMI Nutrition GET FRESH Growth Drive according to the program description and required performance outlined below.

Part I - Exclusive® Order - How to Order and Start Promotion

1st Order - Feb. 1st, 2006
Last Ship – July 31, 2006

Display and accompanying FREE 12/2 lb. cases of Exclusive® Chicken & Rice **Adult** Formula samples may only be ordered at your local plant (while supply lasts). Will be shipped with your Exclusive® pallet(s) order (mix and match 35 lb.). Limit one display per billing location. **Fill out below and forward with your order to your plant to initiate promotion.**

Order Level: Mix & Match any Exclusive® Formula, 35lb. bags only, for a Full Pallet (52 bags)	Minimum Purchase Requirements Pallet Unit Quantities - 1st order only	P.E. 0329	P.E. 0330	P.E. 0331	Total Value of Free Goods	Check (✓) pallet(s) order level Forward this form with your order to plant
		Purchase Requirements— 35 lb. Bags (1st order)	FREE Refill Cases/\$ Value 12/2 lb. case -Adult Formula (E1:0064448)	FREE Floor Display Includes 27 (2 lb.) bags and POS materials (E1:0064447)		
			\$ Value	\$ Value		
Level 1	1 Pallet	52	2 cases/\$33 value	\$110.00	\$143.00	
Level 2	2 pallets	104	6 cases/\$99 value	\$110.00	\$209.00	
Level 3	4 Pallets	208	14 cases/\$231 value	\$110.00	\$341.00	
Level 4	8+ Pallets	416	30 cases/\$495 value	\$110.00	\$605.00	

See the requirements/details on last page of four-page brochure. **Notify your local plant to order your first pallet(s)** of Exclusive® 35 lb. bags purchased at regular price. **Must mention promotion at time of order.** May mix and match any 35 lb. Exclusive® Formulas on pallet(s). After the first pallet(s) order, you may order any Exclusive® quantity, formula or package size, including cat formulas, as many times as you want for the rest of the promotion period. If you have additional shipping locations, contact your local customer service department.

Part II - Purchase of Additional 12/2 lb. Cases of Samples

Purchase Additional Exclusive® Adult 12/2 lb. Sample Cases. At our cost \$16.50/case. (E1:0064448)

Call your local plant to place order any time during the promotion period. NOT INTENDED FOR RE-SALE. The samples are designed to be given away FREE to qualified store customers — for “converting” current customers purchasing competitive branded dog foods or for acquiring new customers. Suggested Retail of \$1.99 is printed on the bag along with a \$4 on-pack coupon. **While supply lasts.**

Part III - Growth Rebate Program

Rebate Period – Feb. 1, 2006 to July 31, 2006

Base Period – Feb. 1, 2005 to July 31, 2005

Based on Feb. 1 - July 31, 2005 invoice dates

Growth Rebate Level	\$/Ton	6 months to build up a huge rebate!!!
10% Growth	\$100 (\$1.75/35 lb. Bag)	
15% Growth	\$150 (\$2.63/35 lb. Bag)	
20% Growth	\$200 (\$3.50/35 lb. Bag)	

Details:

You will be paid on incremental growth tons over the same period last year.

- Must reach “1” ton minimum hurdle over 2005 base to qualify. Rebate begins accruing at 2005 base. No limit on percent growth over 2005 base period.
- May start on rebate program any time during six (6) month promotion period.
- Each billing location must fill out a **Participation/Order Form** to be eligible for the Growth Rebate Program. Rebate will be measured for each billing location.
- Receive one (1) rebate payment check per eligible billing location by October 31st, 2006.
- Applies to all formulas, dog and cat.

Dealership Name _____ Contact Name _____ Customer Number _____

Dealer Street Address _____ P.O. Box (if applicable) _____

City _____ St _____ Zip _____ Telephone # _____

Sales Representative _____ Dealership E-mail address _____

Dealer Signature _____ Date _____ Sales Representative Signature _____ Date _____

The PMI Nutrition® Exclusive® GET FRESH Growth Drive is a voluntary promotion offered to any PMI Nutrition Feed Dealer. It is not required to become or continue to be a PMI Nutrition Dealer. Nothing in this promotion involves any promise or representation that the promotion will help the dealer find customers, or that there is a market for business activity resulting from the use of the promotion that a dealer using the promotion will derive income from such use.

FORWARD THE SIGNED YELLOW COPY TO YOUR LOCAL PLANT TO QUALIFY FOR YOUR FIRST PALLET(S) ORDER, DISPLAY/POS AND FREE SAMPLE CASES.

White Copy – Dealer

Canary Copy – Local Plant

Pink Copy - Salesperson

Goldenrod Copy - St. Louis

Salesperson: Must forward the Goldenrod copy to LandOLakes Purina Mills, LLC., Attn: Tracy Wheeler, 555 Maryville University Drive, Suite 500, St. Louis, MO 63141