

Red Flannel™ Excitement Builds!

The excitement for our new PMI Nutrition® Red Flannel™ pet food continues to grow! The introduction at the Phoenix Expo was a HUGE HIT and we know you are anxious to bring it in!

Starting now, we will begin inserting a mail piece into bags of PMI Nutrition® Pet Food (dog and cat). This will include a 50¢ off coupon towards the customer's first purchase of new Red Flannel™ pet food.

Our goal is to convert current PMI Nutrition® Pet Food customers over to new & improved Red Flannel™ pet food.

This insert includes:

- **A conversion guide explaining which new Red Flannel™ pet food corresponds to the current PMI Nutrition® pet food.**
- **Why RF is superior to old PMI formula**
- **A 50 cent off money-saving coupon good for any RF pet food purchase**

A self-mailer (including the conversion/coupon piece) explaining this process will go out to our PMI stocking dealers in a week or so (see attached) --- so they are informed.

New Red Flannel™ pet food is scheduled to hit the market in late April to early May. The second stage of our transition process will move into action before then. **STAY TUNED AND GET READY!**

As always, THANK YOU for your continued efforts as together we grow our pet food business!