

PARTICIPATION/ORDER FORM



INTRODUCING NEW RED FLANNEL!

This form allows you to order your first shipment of Red Flannel™ pet food along with **FREE** promotional materials!

STOCKING PROMOTION

ONE ORDER, ONE DELIVERY. PLEASE CHOOSE ONLY 1 LEVEL.

1st Order Date: When Available (check with local plant for date)
Last Ship Date: June 30, 2007 P.E. #0339 (manual)

Master Level - 10% OFF Discount

- Receive **FREE** Shelf Merchandising Kit & POS Kit
 - Aisle Sign
 - Aisle Fixtures
 - Fact Tags
 - Vertical Aisle Strips
- Aisle Dangler
- Shelf Strips
- Endcap Sign

Plus, get all of the items from the Standard Level as well

Minimum Order: **7 out of the 8 Red Flannel™ formulas** (any size bag), 20 bag minimum [3 cases 5/10 cat] per item number.

Maximum Order: One (1) Truckload

Standard Level - 7% OFF Discount

- Receive **FREE** POS Kit
 - Shelf Talkers
 - Laminated Shelf Card
 - Frequent Purchase Cards
- Floor Display
- Product Brochures
- Press Release/Radio Script/Ad Slicks
- Banner

Minimum Order: **4 Red Flannel™ formulas**, (any size bag) 15 bag minimum [2 cases 5/10 cat] per item number.

Maximum Order: One (1) Truckload

Retailer – Ordering Process

- Fill out this Participation/Order Form, check the box of which program you want to participate in – Master Level or Standard Level (**not both**).
- If you have multiple locations, please fill out a Participation/Order Form for each location. Just make additional copies of your current Participation/Order Form and forward to Plant Customer Service Department. Maximum one (1) Truckload and one (1) Shelf Merchandising Kit and POS Kit per shipping location.
- **FAX OR MAIL the white (top) Plant Customer Service copy form to your local Customer Service Department.**
- Your promotional materials will arrive in approximately 2 weeks from your Red Flannel™ product order date. Please let your PMI Sales Representative know when you have received your promotional materials.

SALES ORDER #

Customer Service – Fulfillment Process

- After receiving the Participation/Order Form from the retailer, enter the order.
- Enter sales number in sales order box to right and **FAX a copy of the Participation/Order Form(s) to 314.317.5110**

FOR CUSTOMER SERVICE DEPT. ONLY

FORMULAS	BAG SIZE	ITEM #	QTY BAGS/CASES ORDERED	DISCOUNT LEVEL (%)
RED FLANNEL™ PRIME	25 lb bag	0066515		
	50 lb bag	0066514		
RED FLANNEL™ ACTIVE	40 lb bag	0066523		
RED FLANNEL™ HI-PROTEIN	25 lb bag	0066526		
	50 lb bag	0066525		
RED FLANNEL™ ADULT	20 lb bag	0066517		
	40 lb bag	0066516		
RED FLANNEL™ LARGE BREED ADULT	50 lb bag	0066522		
RED FLANNEL™ CANINE SELECT	20 lb bag	0066528		
	40 lb bag	0066527		
RED FLANNEL™ PUPPY	20 lb bag	0066519		
	40 lb bag	0066518		
RED FLANNEL™ CAT	5/10 lb case	0066521		
	20 lb bag	0066520		

Requirements

- **One Order – One delivery ONLY. NO EXCEPTIONS.**
- May order Master Level or Standard Level kit... **not both**. Check only one (1) box.
- Requires on-shelf merchandising and off-shelf display set up. Must advertise.
- Cannot break cases.
- Promotion offer only good on Red Flannel™ pet food, not on old PMI Nutrition® Products.
- Order stands alone.
- All Red Flannel™ products priced off your local list price.

Dealership Name: _____

Contact Person: _____

JDE Ship To Customer #: _____

Phone: _____

Shipping Address: _____

City, State, Zip: _____

LOL/Purina Feed Salesperson: _____

Plant You Order From: _____

Signature: _____

By signing this promotional voucher, I understand and agree that this is a firm order with Land O'Lakes Purina Feed, LLC and that this order will be forwarded to the plant listed above. I also understand that I must notify the plant when I want to ship this order and work with them to arrange shipping. If the product ordered is not shipped by the "Last Shipment" date shown above, the discount is no longer valid. Offer available while supply lasts.

For more information, questions or issues, contact your PMI Nutrition Sales Representative or your Plant Customer Service Department. Additional product information about Red Flannel™ products can be obtained at www.PMINUTRITION.com.

White Copy – Fax or mail to Plant Customer Service

Pink Copy – PMI Nutrition Sales Representative

Goldenrod Copy - Retailer