



RED FLANNEL® HOLIDAY PROMOTION

First Order Date: December 1, 2007
Last Ship Date: January 11, 2008

\$2.00 OFF

**Per 50 lb. Bag of
Red Flannel® Prime Formula**



Product #: 0066514

Order at least four (4) Red Flannel® formulas
and receive a \$2.00 discount per bag on
Prime Formula 50lb. bag *(Prime counts as one of the formulas)*

PE1103
manual

- Minimum 4 pallets per order per store location
- Must order same SKU in full pallet quantities

Order Requirements

- Discount only applies to 50lb. bags of Red Flannel® Prime Formula (not 25lb.)
- Must order same SKU in full pallet quantities
- One Order/One Pick-up/One Delivery
- Maximum one truckload per store location
- Order stands alone and can't be combined with any other offer
- Cannot break cases
- Offer only good on Red Flannel® Formulas, not other PMI Nutrition® pet foods

Dealer Requirements

- Dealer must run an employee spiff program and build a off-shelf display with hot price
- Spiff up to \$200 per retailer store location - See salesperson for details
- Dealer uses the Spiff Poster provided and determines specifics of \$ spiff per employee
- Spiffs for new customers only
 - Dealer must complete the Spiff Poster and give to PMI Nutrition® salesperson

SALES ORDER #

FOR CUSTOMER SERVICE DEPT. ONLY

Dealership Name: _____

Contact Person: _____

JDE Ship To Customer #: _____

Phone: _____

Shipping Address: _____ (NO P.O. BOXES)

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 If the product ordered is not shipped by the "Last Shipment" date shown above, the discount is no longer valid.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.