

3. PRODUCT TRANSITION FROM PMI NUTRITION® TO RED FLANNEL™ PET FOODS

- We will help you with the transition, every step of the way
- We didn't start over. Red Flannel™ pet food is still distributed by PMI Nutrition, LLC, but with much improved nutrition formulas, exciting new packaging and merchandising. We just made it better
- Notice that the bag colors remain the same. The company name, PMI Nutrition, LLC, is still on the Red Flannel™ product bags
- The more descriptive packaging and merchandising materials of the Red Flannel™ pet food line help consumers match their pet's lifestyle to the ideal Red Flannel™ formula
- Extensive training materials help your staff make the transition and build volume

If your customers were feeding	Switch them to this
 <p>PMI Nutrition® Prime Formula</p>	<p>Red Flannel™ Prime Formula</p> 
 <p>PMI Nutrition® Canine Advantage</p>	<p>Red Flannel™ Active Formula</p> 
 <p>PMI Nutrition® Hi-Protein Formula</p>	<p>Red Flannel™ Hi-Protein Formula</p> 
 <p>PMI Nutrition® Premium Formula</p>	<p>Red Flannel™ Adult Formula</p> 

PRODUCT TRANSITION FROM PMI TO RED FLANNEL™ *continued*

If your customers were feeding	Switch them to this
<p>NEW! FOR LARGE BREED ADULT DOGS</p>	 Red Flannel™ Large Breed Adult Formula
 PMI Nutrition® Canine Select or Adult Formula	 Red Flannel™ Canine Select Formula
 PMI Nutrition® Puppy Formula	 Red Flannel™ Puppy Formula
 PMI Nutrition® Cat Formula	 Red Flannel™ Cat Formula

TRANSITIONING YOUR PETS FROM PMI NUTRITION® PET FOOD TO RED FLANNEL™ PET FOOD.

When changing your pet's diet, do so gradually over a 7 to 10 day period to avoid any digestive upsets. We suggest the following steps:

- Days 1, 2 and 3, feed a mix of 75% current pet food and 25% Red Flannel™ pet food.
- Days 4, 5 and 6, feed a mix of 50% current pet food and 50% Red Flannel™ pet food.
- Days 7, 8 and 9, feed a mix of 25% current pet food and 75% Red Flannel™ pet food.
- Day 10, start feeding your pet 100% Red Flannel™ pet food.