



April 1, 2006

Dear PMI Nutrition Dealer,

Introducing new PMI Nutrition® Resourceful™ Brand Dog Food! Sorry for the delay --- but it's finally here and worth waiting for!

Consumers are looking for pet foods reflecting their own healthy diets. The soft-dry dog food segment is one of the fastest growing categories in the pet food industry.

Resourceful™ is a wholesome grain, high-protein dog food that is enriched with flavorful vegetables and real beef. The seven unique-shaped and colorful soft-dry morsels have tremendous eye appeal and reflect a healthy meal that dogs deserve. Great for small and large breed dogs. See the Specification Sheet for more product details.

If you placed an order at last year's Retail Expo, please contact your local customer service department. The enclosed stocking promotion begins when the product is available at your local plant and ends May 31, 2006.

Benefits to Dealers:

- Aggressive stocking promotion! Highly profitable due to high margins and volume potential.
- Major pet food companies are spending millions of dollars on promoting similar national brands. They are driving new customers to your store!
- Incremental business from customers who are already buying horse feed and other products but they are buying their dog food in grocery and mass merchant stores. This will keep them buying from you instead of going back to other retailer outlets.
- Large bag opportunity because grocery and mass merchant stores sometimes carry only smaller bag sizes.
- Competitively priced and easy to sell using compare and save merchandising and sales techniques...

Product Name	PMI Nutrition® Resourceful Brand Dog Food
Package Size	35.2 lb.
Bags per Pallet	24
Product Code	63272
Promotion Dates (approximate)	When you Control Plant receives product until 5/31/06
Introductory Promotion P.E.	P.E. 0324
Dealer Price	Check with Local Plant
Suggested Retail	19.99 - 21.99
Gross Margin (approximate)	0.26

Merchandising - See the enclosed Dealer kit which includes a 4-Page Promotion Detailer, Order Form, POS and Advertising Support Materials. Stack Resourceful™ bags around the exciting eye-appealing floor display. Merchandise the power aisles, shelves, end caps and the front of your dealer's stores!

Samples – We included (1) empty sample bags in your dealer kit. The empty sample bags can be filled with product to promote the attractive feed appearance and outstanding palatability. Supply is limited. For additional empty bags, please visit Ag 2 Ag and place your order on the Ag Wizard form. They come in wraps of 25 (SP-5286).

Frequent Purchase Program – Resourceful™ has been added to the PMI Nutrition Frequent Purchase Cards. Make sure customers sign-up to keep them coming back.

Training - Note the CD which contains a Power Point presentation and clip art. Use the Specification Sheet to train store employees. Additional product information can be found on www.PMINutrition.com.

Email Beth Kennon at BAKennon@landolakes.com for additional support materials. Additional product information can be found on www.PMINutrition.com.

Thank You for Your Business!

Pet Food Business Group