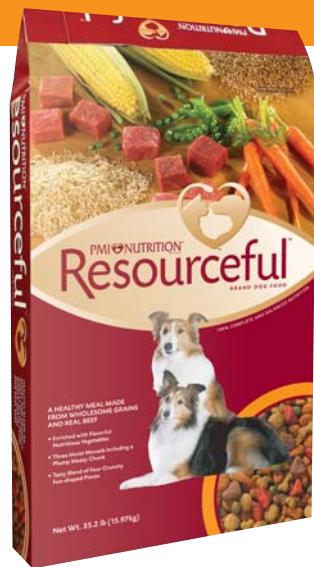


ORDER FORM



**Order Now
and Increase
Your Pet Food
Profits!**



**Receive
up to
16 bags
FREE!**

First Order Date – When your plant receives product
Last Ship Date – May 31, 2006
PE Number – PE0324

Product	JDE #	Regular Price Per Bag	Buy 10 Bags Get 1 Bag FREE	Buy 21 Bags Get 3 Bags FREE	Buy 40 Bags Get 8 Bags FREE	Buy 80 Bags Get 16 Bags FREE	# Bags Ordered	# of Free Bags	Total Cost	\$ Savings	
Resourceful™ 35.2 lb., 24 bags/pallet	63272										
ORDER AS MANY TIMES AS YOU LIKE DURING PROMOTION PRODUCT ORDER #0063272									TOTAL	\$	\$

REQUIREMENTS:

- Promotion only good on Resourceful™ Brand Dog Food.
- Each order stands on its own for discounts and cannot be combined with other promotions.
- Requires on-shelf merchandising and off-shelf display in power aisle.
- Must advertise and/or promote at a reduced price.

TO PLACE ORDER:

Tear off this order form and Fax, Mail or Call your local plant Customer Service Department.
Mention PE0324.

Dealer Name: _____ Account #: _____
 Address: _____ Dealer Signature: _____
 City, State, Zip: _____ Salesperson: _____
 Dealer Phone #: (____) _____ Sales District: _____

For more information, contact your PMI Nutrition Sales Representative or your local control plant or visit our website at www.PMINutrition.com



**Receive
up to
16 bags
FREE!**

TEAR HERE



Introducing PMI Nutrition® Resourceful™ Brand Dog Food, a healthy dog food meal made from wholesome grains and real beef.

How does Resourceful™ Brand Dog Food benefit you...the dealer?

- **INCREMENTAL BUSINESS!** - Many of your customers are often purchasing horse feeds and other products from your store and are buying their pet foods in other outlets such as grocery and mass merchants. Major pet food companies are spending millions of dollars on promoting their national brands. Let them drive these customers to your store. Take advantage of this additional business.
- **OPPORTUNITY!** - Mass merchants and grocery outlets often only stock small bag sizes. This encourages consumers to look for larger sized bags...only found in your store. It keeps them from going back to other retailers to purchase their pet foods. Increases average customer purchase.
- **HIGHLY PROFITABLE!** - Resourceful™ Brand Dog Food is priced to sell below comparable national brands and is priced with greater margin to you!
- **HEALTHY AND FUN PACKAGING!** Merchandises well. Bag size 32.5 lbs. – 24 bags per pallet.
- **SELLING SUPPORT!** - Powerful POS and training materials to get Resourceful™ Brand Dog Food off to a great start and to move it off your shelves!

See Order Form on Back Page

Collateral Support Material Enclosed in Kit Includes:

- Promotion/Order Form
- Ad Slick
- Shelf Talkers
- Product Spec Sheet
- Radio Script
- Artwork CD
- Pole Display
- Product Sample Bag

Email Beth Kennon at BAKennon@landolakes.com for additional PMI Nutrition® Pet Food Buy 6, Get 1 FREE cards, product spec sheets, sample bags and other collateral support materials. Be sure to reference appropriate SP number.



Marketing Trends

- Consumers are looking for pet foods reflecting their own healthy diets.
- They often are purchasing these products in grocery and mass retail outlets. Now you have a high margin alternative with Resourceful™ Brand Dog Food.
- The multi-shaped particle soft/dry dog food market is growing and outpacing other pet food categories.
- Mass merchants and grocery outlets often only stock small bag sizes.

Pass the Promotional Pricing Along to Your Customers and Promote Resourceful™ Brand Dog Food in Your Store and Local Market!

See Order Form on Back Page



Brand your shelves and show the discounted price with these eye-catching shelf talkers.



Advertise and promote Resourceful™ Brand Dog Food using the variety of supplied promotional materials to drive customers into your store.



SAMPLES SELL! Build product samples to give to your customers. Note: Order more sample bags.



Increase customer loyalty and repeat purchase with the PMI Nutrition® Pet Food Buy 6, Get 1 Bag FREE Cards.

Build a power-aisle display in a high-traffic area using the pole display.

Train Your Employees About the Features and Benefits of NEW Resourceful™ Brand Dog Food.

RESOURCEFUL™ BRAND DOG FOOD IS A HEALTHY DOG FOOD MEAL MADE FROM WHOLESOME GRAINS AND REAL BEEF

- Enriched with flavorful nutritious vegetables
- Three moist morsels including a plump meaty chunk
- Tasty blend of four crunchy fun-shaped pieces

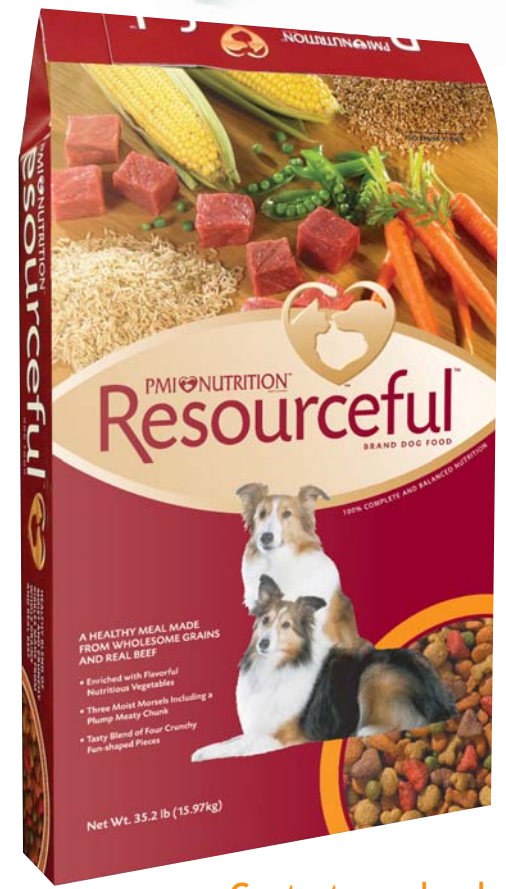
See Product Spec Sheet for details



See Order Form on Back Page

Healthy as it Looks™

	PLUMP, MEATY MORSELS CONTAINING REAL BEEF LOADED WITH THE PROTEIN MUSCLES NEED
	ENHANCED WITH NUTRITIOUS VEGETABLES PACKED WITH ESSENTIAL VITAMINS AND MINERALS
	ENRICHED WITH IRON FOR EFFICIENT OXYGEN TRANSPORT IN THE BLOOD
	CRUNCHY BITE WITH CALCIUM FOR SOUND BONES AND TEETH
	LINOLEIC ACID FOR CONDITIONED SKIN AND RADIANT COAT
	ENHANCED WITH VITAMIN E AND SELENIUM, ANTIOXIDANTS THAT HELP SUPPORT HEALTHY SKIN AND COAT
	INCLUDES CARBOHYDRATES THAT SUPPLY ENERGY



Contact your local plant or sales representative for pricing and other ordering information. Visit www.PMINutrition.com for product information.