



2007 FALL BLITZ PROMOTION

August 9, 2007

Strategy horse feed sales are going strong this year. So the re-launch of new Strategy with its improved formulation along with the introduction of FeedGuard is really working for our dealers.

To continue this momentum, we've just started the **2007 Fall Strategy Blitz Promotion**. It's a fantastic deal for Better Animals dealers, and here's what it involves:

1. Two new national print ad campaigns in major horse publications this fall designed to drive customers to your store:
 - New and improved Strategy
 - FeedGuard™ Nutrition System, the industry's most advanced quality assurance program
2. A point-of-sale kit that contains 25 Strategy Brochures, 1 Strategy Display Stack Card, 1 Strategy Color Ad Slick, 1 Strategy Black and White Ad Slick and 1 Print Media Reimbursement Form
3. The Print Media Reimbursement form is for you to get money back from St. Louis for some of the media costs you incur by using one of the ad slicks. To get up to \$200.00 back, just:
 - Build a display of Strategy and advertise it **on sale** using one of the supplied ad slicks
 - Send your original print media receipt along with the completed Print Media Reimbursement Form to St. Louis and we'll reimburse you up to \$200.00
4. The \$30/horse Strategy Credit 90-day Feeding Trial for 5-15 horses has been extended through 12/31/07. Contact your salesperson for the sign-up and tracking forms.
5. If you get at least 3 new prospects to **complete** a \$30/horse Strategy Credit Feeding Trial, you will receive a **10% PE** on up to 15 tons of Strategy valid through 3/31/08
6. We have a new Strategy Prospecting Kit containing a Strategy Sell Sheet, FeedGuard Sell Sheet, Strategy Brochure and the Strategy DVD. This kit is ideal to get prospects started on a feeding trial.



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We sent you a Point-of-Sale kit for this promotion in early August. If you haven't received it, please let your Purina Mills Salesperson know.

We're excited about this great new promotion designed to help you get new horse prospects on Strategy and drive customers into your store. If you have any questions, contact your Purina Mills Sales Representative. We're here to help!