



Nature's Essentials Equine Supplements

It is time for the Nature's Essentials® Ride and Shine Contest/Promotion. We saw a huge success last year with this type of promotion and have had a good response to our Web site newsletter blasts and with contest entries. If you do not currently stock the full line of Nature's Essentials this would be a great time to stock the product and build another successful line in your store.

The promotion:

#1 - The Ride and Shine Contest, a 60-day product trial contest at www.horse.purinamills.com

1) Consumers will try Nature's Essentials for 60 days. 2) They will then complete a form and upload photos of their horses taken before they began using the supplement. 3) After 60 days we will send consumers an e-mail reminder to upload their photos and write their essay telling us about their experience with the supplements. 4) The grand prize winner will receive a year's supply of Nature's Essentials® supplements, up to a half-ton. Seven 2nd place winners will receive four bags, blocks or buckets of Nature's Essentials® supplements. Ten 3rd place winners will receive a DVD of the 2006 version of "Flicka."

#2 - Print advertising for three months in select publications

1) We will advertise AMPLIFY supplement and the contest in the April editions of Equus, Practical Horseman, Western Horseman, Horse & Rider and The Horse. 2) Ads for MARE AND MAINTENANCE and BORN TO WIN supplements will run in the May issues of the same magazines. 3) Ads for FREE BALANCE will run in the June editions of Equus, Practical Horseman and Horse & Rider.

#3 - Online advertising

1) Banner ads will run March 28 through June 30 on popular horse Web sites. 2) E-mail blasts scheduled on March 29 (175,000 recipients) and May 4 (400,000 recipients) will feature the contest and "Monday Night Live."

#4 - RFD-TV and TV commercials on "Best of America by Horseback"

"Monday Night Live" on RFD-TV featured Nature's Essentials supplements on April 2, including product giveaways.

#5 - POS Kit

The Nature's Essentials® Ride and Shine kit contains these training tools and point-of-sale materials:

- 4 Product shelf talkers
- Contest rules and regulations (Please have at the register so a consumer can review, if they wish. This is also on the website for their convenience.)
- 1 Contest shelf talker
- 25 brochures
- 2 Posters
- 10-minute trainer questions and answers
- 4 ad slicks
- Nature's Essential FAQ sheet

In addition, be sure to ask your sales representative to provide you with the following items designed to help you and your employees learn more about equine supplements and the Nature's Essentials supplement line:

- CD-ROM containing two PowerPoint presentations about Nature's Essentials, one to educate dealers and the other for consumers.
- Quick reference guide to the Nature's Essentials supplement line.
- CD-ROM of the April 2 "Monday Night Live" program.

Best of luck with your spring/summer promotion