



HERITAGE TRADING COMPANY

Announcement

February 1, 2007



Year-Round Rewards

from Merial when you order

through Heritage Trading Company

New this spring!

An 8% discount for Heritage Trading Company dealers.

We've restructured our discount program so that all year-round you'll receive a reliable 8% discount on purchases of qualifying Merial cattle and equine products when you buy from Heritage Trading Company. No waiting, no special accounting, no questions as to your cost or margin. This commitment allows you to structure true cost into your selling price and better track the profitability of these high-value branded products in your animal health business. This action replaces Loyalty rewards and seasonal rebates.

There is no minimum purchase required, but the more you buy, the more you save. See below for a list of qualifying products.

Plus an additional 2% discount off invoice when you buy now.

Bump that total discount up to 10% by buying early in the season. From **February 1 to March 23, 2007**, receive an additional 2% discount on the year-round offer, plus terms that extend to June 20, 2007. Discount is off invoice on purchases made through Heritage Trading Company.

**Special price on
ZIMECTERIN® and EQUIMECTRIN
through March 23, 2007**

Get on board with these exciting branded products!

Cattle parasiticides	Equine dewormers	Cattle vaccines
IVOMECS® EPRINEX, IVOMECS® PO (excluding 5L) IVOMECS® PLUS, IVOMECS® 1% IVOMECS® SHEEP, IVOMECS® 0.27% CURATREM®	ZIMECTERIN® GOLD	RELIANT® 3, RELIANT® 4 RESPISHIELD HM, JVAC



Place your order today! Call Heritage Trading Company at
(888) 669-6050 opt. 3 or fax to (800) 435-2070
www.heritage-trading.com



New program offered exclusively through Heritage Trading Company



All purchases of qualifying Merial Cattle and Equine Products (excluding Corid gallons and Ivomec Pour-On 5 liter) will receive net pricing. Net pricing February 1 (shown below) which is less 10% and Equimectrin and Zimecterin are 28%. This pricing good on purchases February 1 through March 23 plus June 20, 2007 delay billing.

Net pricing changes to less 8% on March 24. No minimum to qualify, no more waiting on rebates!

Heritage Trading Company should be your supplier of choice on Merial products!

ITEM#	DESCRIPTION	QUANTITY PER CASE	REGULAR PRICE	PRICE	
				2/1/07 TO 3/23/07	PRICE 3/24/07
224412	CURATREM LIVER DRENCH GAL	4	\$536.70	\$483.03	\$493.76
224411	CURATREM LIVER DRENCH QT	4	\$145.85	\$131.27	\$134.18
230250	EPRINEX POUR-ON 250 ML	10	\$33.10	\$29.79	\$30.45
230251	EPRINEX POUR-ON 1 LTR	6	\$96.85	\$87.17	\$89.10
230252	EPRINEX POUR-ON 2.5 LTR	4	\$195.05	\$175.55	\$179.45
230253	EPRINEX POUR-ON 5 LTR	2	\$319.20	\$287.28	\$293.66
0219499H	EPRINEX POUR-ON 20 LTR EACH		\$1,276.80	\$1,149.12	\$1,174.66
241257	IVOMEK .27% INJECTABLE PIG 200 ML	6	\$41.38	\$37.24	\$38.07
141380	IVOMEK 1% INJ CATTLE/SWINE 50ML	12	\$31.70	\$28.53	\$29.16
241382	IVOMEK 1% INJ CATTLE/SWINE 200 ML	6	\$94.60	\$85.14	\$87.03
241383	IVOMEK 1% INJ CATTLE/SWINE 500 ML	6	\$125.00	\$112.50	\$115.00
241306	IVOMEK PLUS CATTLE INJ 50 ML	12	\$34.05	\$30.65	\$31.33
241307	IVOMEK PLUS CATTLE INJECTABLE 200 ML	6	\$97.20	\$87.48	\$89.42
241308	IVOMEK PLUS CATTLE INJECTABLE 500 ML	6	\$166.70	\$150.03	\$153.36
247473	IVOMEK PLUS INJ 1000 ML EA	6	\$332.10	\$298.89	\$305.53
241309	IVOMEK POUR-ON CATTLE 250 ML	10	\$30.05	\$27.05	\$27.65
241310	IVOMEK POUR-ON CATTLE 1 LITER	6	\$86.75	\$78.08	\$79.81
0241311H	IVOMEK POUR-ON CATTLE 2.5 LITER (SOLD BY CS)	4	\$555.60	\$500.04	\$511.15
0241350H	IVOMEK POUR-ON CATTLE 5 LITER (SOLD BY CS)	2	\$450.00		
0241364H	IVOMEK POUR-ON CATTLE 20 LTR	1	\$900.00	\$810.00	\$828.00
212640	IVOMEK SHEEP 960ML EA	4	\$63.65	\$57.29	\$58.56
241268	IVOMEK SHEEP DRENCH 4800 ML EACH	2	\$215.05	\$193.55	\$197.85
6825876	EQUIMECTRIN EA	72	\$4.40	\$3.17	\$3.24
6870962	ZIMECTERIN EA	216	\$7.30	\$5.26	\$5.37
6870961	ZIMECTERIN DISPLAY PACK	20/PK	\$146.00	\$105.12	\$107.46
6801101	ZIMECTERIN GOLD EA	216	\$10.50	\$9.45	\$9.66
6865353	ZIMECTERIN GOLD 6 PK (EACH = 6 PK)	12/6PK	\$57.00	\$51.30	\$52.44
6801120	ZIMECTERIN GOLD DISPLAY	20/PK	\$210.00	\$189.00	\$193.20



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