



“Move Up to the Merit”

Equine Merit Summer Promotion

Equine Merit Horse Feeds - The new standard of excellence in equine nutrition. Available in textured or pelleted form, Equine Merit horse feeds are specially formulated to provide the nutrition needed for horses of all activity levels, lifestyles and growth stages. They include a comprehensive array of vitamins, minerals and essential nutrients so that, with good quality hay or pasture, they provide a complete and balanced diet that is simply the best you can provide. They have added chelated minerals to increase bioavailability and hoof strength, and yeast cultures to improve palatability, increased nutrient utilization and fiber digestion. Equine Merit feeds are nutritionally rich feed formulas that are perfect for each stage of the horse’s development.

Promotional Offer:

- July 1 – September 30, 2006
- POS and promotional in-store materials
- Retailer listing in Regional advertisement
- **Buy 2 Get 2 Free*** coupons provided to retailers during promotional period (July 1 – Sept 30).

Requirements:

- Build display, utilize POS materials and maintain during 60 day promotional period
- Run advertisement in local marketplace publication at least one time during promotional period
- Support promotion and honor coupons
- Conduct an employee “in store” training program on Equine Merit products. Ten Minute Trainer will be provided.

Retailer Name /JDE #

Retailer Signature and Date

Retailer Address

Retailer Phone #

Salesperson Signature

Date

* BUY 2, GET 2 FREE*!
on any Premium Equine Merit™ horse feed.

*Bring in one bag (empty or full) of a competitor’s horse feed (not valid on any Purina Mills® Horse Feed) and get a coupon good for 2 FREE bags of any Premium Equine Merit™ Horse Feed when you buy 2 at regular price.

Offer good on Equine Merit™ Pleasure Pelleted Feed, Equine Merit™ Pleasure Sweet Feed, Equine Merit™ Complete, Equine Merit™ Active Pelleted Feed, Equine Merit™ Active Sweet Feed, Equine Merit™ Mare & Foal, Equine Merit™ Performance and Equine Merit™ Senior.
Limit to ONE Per Purchase, Per Household.

VALID AT ANY SELECTED PARTICIPATING LAKE COUNTRY FEED RETAILER.