



Standlee Hay Company
22349 Kimberly Road, Suite E
Kimberly, ID 83341
www.standleeforage.com

Contact: Jay Shansby
Phone: (208) 358-4108
Fax: (208) 825-5119

PRESS RELEASE

FOR IMMEDIATE RELEASE

A Message from the Founder & CEO of Standlee Hay Company, Mike Standlee-

Dear Valued Consumers and Customers,

For over 33 years, Standlee Hay Company has been growing, manufacturing and distributing the highest quality western forages in the United States and the World. We are proud of this tradition and we are dedicated to delivering on our 'premium western forage' promise for our consumers and their animals.

The past 6 months have been very exciting at Standlee. We refreshed our branding to speak our value proposition in the market, 'Standlee Premium Western Forage®.' As part of that effort, we launched new packaging, a new web site and several new products. We also continue to recruit new retail partners to ensure all consumers have access to our high quality products across our great country.

Standlee has also successfully completed a major plant renovation in Idaho to better serve our customers. The recent plant improvements focused on increasing capacity to meet demand, precise forage mixing and eliminating foreign materials to assure the safest feeds in market. We at Standlee embrace technology to ensure the safest feed for your animals. Many other manufacturing facilities do not take safety to heart as Standlee does. These and other innovations insure Standlee will continue to lead the forage industry with the highest quality products.

As with any major change, there have been some minor hiccups along the way. Our team continues to listen closely to our consumers and work diligently to solve any issues as quickly as possible. We at Standlee have a true passion for the forage industry and we all strive to serve you and your animals better!

I wanted to take this opportunity to sincerely 'Thank You' for being a valued customer and consumer of Standlee Premium Western Forage® products. I encourage you to visit our web site at www.standleeforage.com for much more information and many valuable tools for feeding your valued animals the optimal diet. Also, please do not hesitate to contact us at 800-398-0819 with any direct feedback.

Have a terrific Spring!

Mike

About Standlee Hay Company

Standlee Hay Company is a family-owned forage company located in Southern Idaho. Founded in 1981, Standlee Hay grows and manufactures a wide variety of high quality forage-based products including bales, chopped forage, cubes & pellets under the Standlee Premium Western Forage® brand. Standlee Hay also manufactures jojo's BEST™, a premium line of feed and bedding products for rabbits, guinea pigs and other small companion animals. Standlee Premium Western Forage® and jojo's BEST™ products are sold throughout the United States and the World.