

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: August 23, 2016
SUBJECT: Standlee Premium Western Forage® Relaunches Standleeforage.com in Early September!

In an effort to better support our Standlee consumers and customers, Standlee Premium Western Forage® is relaunching our web site. The changes reflect how customers want to receive and better view information important for assisting consumers in making the best nutritional decisions for their valued animals.

The new Standleeforage.com features the following key improvements:

1. New & Improved Dealer Portal

Improved sharing of Standlee resources to help you sell more products! Take advantage of this quick and efficient way to access Standlee resources at your fingertips. Also, leverage Promoboxx to quickly share turnkey content and programming.

2. Central Hub for Product and Nutritional Info

Your customers will enjoy access to info 24/7 to gain awareness of Standlee products to purchase from your store(s)! No one horse is the same, so we provide a number of Standlee contact options to receive personalized and tailored service. Meeting consumer needs is your first priority, assisting with that is ours.

3. Improved Standlee Feed Calculator!

Utilize this more accurate & actionable tool to assist consumers in finding the optimal feed regiment for their horse. Whether they're feeding a gelding in training or pampering their retired senior mare, Standlee Premium Western Forage® is here as a resource.

4. Intuitive Lay-Out & Design

Find content and resources quicker with fewer clicks or touches. Scroll down the home page to easily find products we offer, the Forage Finder, Feed Calculator, Dealer Locator and our Social platforms. The menu selection offers efficient access to our nutritional resources, international business and FAQs. Simple as that!

5. Mobile-Friendly

View standleeforage.com from your smartphone, tablet or desktop device and browse with ease. Gone are the days of eye squinting and expanding the screen just to select a link (only to accidentally click the wrong one). This refreshed website has been created with you in mind, making it easier and faster to find what you're looking for.

The new site targeted launch date is Saturday, September 10th. So, come visit us then and review this new, exciting and more useful resource from Standlee Premium Western Forage®!

Finally... We will be featuring a web giveaway promotion on the new site and through electronic advertising to drive consumers to visit the site in September. During this event, we will be giving away FREE product, training videos from Downunder Horsemanship and other prizes.

We look forward to your visit to www.standleeforage.com!

