

# MEMORANDUM

**TO:** Standlee Premium Western Forage® Customers  
**FROM:** Standlee Premium Western Forage®  
**DATE:** January 26, 2017  
**SUBJECT:** \$1.50 OFF ANY Coupon Standlee Premium Western Forage® product!

Standlee Premium Western Forage® is pleased to announce the latest manufacturer coupon going out to consumers nationwide. The ongoing purpose of these coupons is to drive consumers into your stores by providing a discount off of the featured product(s). Standlee Premium Western Forage® is paying the full value of the coupon plus handling charges. (See the coupon below for details)

**Please make note of the following offer from Standlee Premium Western Forage®:**

- \$1.50 OFF the purchase of ANY Standlee Premium Western Forage® product
- Offer excludes all 2 and 3 String Bales
- Distributed electronically
- Expanded electronic advertising to promote the coupon value directly to consumers
- Coupon dates: February 1 to February 28 2017
- Below is an image of the coupon offer



**MANUFACTURER'S COUPON** EXPIRES 2-28-17

**\$1.50 OFF**  
**ANY (1) bag or (1) Grab & Go® or Compressed bale of Standlee Premium Western Forage®**

Visit **WWW.STANDLEEFORAGE.COM** to find Standlee products near you and other helpful tools to feed your animal the optimal diet or call 800-398-0819.

**CONSUMER:** Offer valid until 2-28-17. Present this coupon at an authorized Standlee® Retailer. Good for \$1.50 OFF any (1) bag OR any (1) Grab & Go® or Compressed bale of Standlee Premium Western Forage®. Offer excludes all 2 and 3 String Bales. Coupon must be accompanied by required purchase. Consumer must pay sales tax. One coupon per transaction, per household. Coupon may not be copied or transferred. Reproduction of this coupon is expressly prohibited and constitutes fraud. Limited time offer. Good while supplies last. Offer valid only at participating retailers.

**RETAILER:** Standlee Hay Company, Inc. will reimburse you \$1.50 plus 8 cents handling if submitted in compliance with our coupon redemption policy. Redemption policy available upon request. Send coupon to: Standlee Hay Company, Inc. PO. Box 880001, El Paso, TX 88588-0001.

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ANY (1) bag or (1) Grab & Go® or Compressed bale of Standlee Premium Western Forage®  
 \*Offer excludes all 2 and 3 String Bales

Standlee recommends calling your retailer of choice to ensure product is in-stock.

**Customer Action Items:**

- Please make your store personnel aware of the above offer to ease the fulfillment at your store(s).
- Leverage consumer offer from Standlee Premium Western Forage® by sharing a post and the following URL on your website, social media platforms and email distribution lists:  
<http://standleeforage.com/coupons/150-off-ffa>
- All coupon information and communications can also be found on the Standlee dealer portal now. Please register/sign-in for the dealer portal at <http://standleeforage.com/dealer-portal>
- For access to promotional marketing content for this coupon and other promotional, educational and informative Standlee marketing content, please go to [www.standleecontent.com](http://www.standleecontent.com)

Contact Standlee Customer Service at 800-398-0819 or your regional sales representative with any questions.