

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: June 22, 2016
SUBJECT: Bonus coupon for July, 20% OFF any bag or compressed bale

Standlee Premium Western Forage® is pleased to announce a bonus manufacturer coupon being offered in July. This and other consumer offers from Standlee are intended 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 below for more offer details)

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

- 20% OFF the purchase of ANY bag or compressed bale of Standlee Premium Western Forage® product
- Excludes 3-string bales
- Distributed electronically
- Expanded electronic advertising to promote the coupon value directly to consumers
- Coupon dates: July 1 to July 31
- Below is an image of the coupon offer



MANUFACTURER'S COUPON EXPIRES 7-31-16

20% OFF

20% 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.

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

CONSUMER: Offer valid until 7-31-16. Present this coupon at an authorized Standlee® Retailer. Good for 20% OFF any (1) bag OR any (1) Grab & Go® or Compressed bale of Standlee Premium Western Forage®. Offer excludes 3-string bales. Offer is not combinable with any other promotions or discounts. 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: Fill-in discount value at 20% off retail- \$_____ (max value \$3.80). Standlee Hay Company, Inc. will reimburse you the discount value filled in above 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. P.O. Box 880149, El Paso, TX 88588-0149.

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VOID

ANY (1) bag or (1) Grab & Go® or Compressed bale of Standlee Premium Western Forage®
*Offer excludes 3-string bales

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/promotions/20-off-any-bag-or-bale>
- 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>

Please don't hesitate to contact your Standlee Sales Representative or customer service at 800-398-0819 with any questions.

Thanks and Happy Selling!