



Standlee
PREMIUM WESTERN FORAGE®

MEMORANDUM
\$2.00 OFF NEW PRODUCTS

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: June 22, 2016
SUBJECT: \$2.00 OFF Horse Fresh™ and Flock Fresh™

Standlee Premium Western Forage® is pleased to announce a manufacturer coupon being offered in support of our 2 newest products, Horse Fresh™ and Flock Fresh™ being offered in August. 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®:

- \$2.00 OFF the purchase of ANY bag of Horse Fresh™ or Flock Fresh™
- Excludes all other products
- Distributed electronically
- Expanded electronic advertising to promote the coupon value directly to consumers
- Coupon dates: August 1 to August 31
- Below is an image of the coupon offer



MANUFACTURER'S COUPON | EXPIRES 8-31-16

\$2.00 OFF

ANY (1) bag of Horse Fresh™ or Flock Fresh™
by 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 8-31-16. Present this coupon at an authorized Standlee® Retailer. Good for \$2.00 OFF any (1) bag of Horse Fresh™ OR Flock Fresh™ by Standlee Premium Western Forage®. Coupon must be accompanied by required purchase. Offer is not combinable with any other promotions or discounts. 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 \$2.00 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 89588-0149.

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ANY (1) bag of Flock Fresh™ OR Horse Fresh™

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/200-off-horse-flock-fresh>
- 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!

WWW.STANDLEEFORAGE.COM
800-398-0819