

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: August 5, 2016
SUBJECT: Fill the Barn BUY 4 GET \$10 OFF on all SPWF Products - Signage and Coupons Enclosed

Valued Customer,

The 'Fill the Barn for Winter' BUY 4 GET \$10 OFF on all Standlee products promotion is finally here! With an extended assortment of Email Blasts, Print and Online Ads, Social Media posts and In-store shelf displays and coupons, we're driving customers to your doors!

Your patrons are preparing for winter and looking to stock up. Standlee is offering \$10 OFF instantly when purchasing 4 qualifying bags or compressed bales. Offer excludes Chopped Straw, Straw Grab & Go® and Compressed Bales and all 2 & 3 String Bales. This promotion runs from October 1, 2016 through November 30, 2016.

This kit includes: 1 'Fill the Barn' sign, 2 'Buy 4 Get \$10' coupon pads and a Standlee Coupon Redemption form. We encourage you to place signage and coupons in high traffic locations where you stock and/or sell Standlee Premium Western Forage items for the duration of the promotion. For the greatest sales impact make sure your sales team and cashiers are informed of this great promotion!

Coupon Example Below:



Coupon on Shelf Examples Below:



Additional co-branded marketing assets are available through Standlee's sponsored Promoboxx Application at www.standleecontent.com. This includes professional and customizable electronic assets via social media posts, e-burst templates, web tiles, web banners and more. All coupon communications (memo, marketing content, redemption form) will also be available on our Standlee Dealer Portal. To register or sign-in go to <http://standleeforage.com/dealer-portal>. 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/fill-the-barn>

To sign up for this promotion and/or to receive more information on our support programs please contact your Regional Sales Manager or Standlee Sales Services 800-398-0819.

Thank you for your support and happy selling!