



Standlee
PREMIUM WESTERN FORAGE®

DECEMBER ELECTRONIC COUPON

November 22, 2016

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: November 22, 2016
SUBJECT: Save \$2.00 on ANY Bagged OR Grab & Go® OR Compressed Bale from Standlee

Standlee Premium Western Forage® is pleased to announce the latest manufacturer coupon going out to consumers nationwide. 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®:

- Save \$2.00 on the purchase of ANY bagged or Grab & Go® or Compressed Bale from Standlee Premium Western Forage®
- Excludes 2 or 3-string bales
- Distributed electronically
- Expanded electronic advertising to promote the coupon value directly to consumers
- Coupon dates: December 1 to December 31, 2016
- Below is an image of the coupon offer

MANUFACTURER'S COUPON EXPIRES 12-31-16

SAVE \$2.00*

SAVE \$2.00
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 12-31-16. Present this coupon at an authorized Standlee® Retailer. Good for \$2.00 OFF any (1) bag OR any (1) Grab & Go® or Compressed Bale from Standlee Premium Western Forage®. Offer excludes all 2 and 3-string bales. Coupon must be accompanied by required purchase. Offer is not combinable with any other promotions or discounts. Consumer must pay sales tax. Limit 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: This is a print at home offer and is valid for redemption in-store. Limit one coupon per household. 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. 1585, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001.

0184280000-010043

ANY (1) bag or (1) Grab & Go® or Compressed Bale from Standlee Premium Western Forage®
 *Excludes 2 and 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/coupons/give-gift-get-gift>
- 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

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

WWW.STANDLEEFORAGE.COM
800-398-0819