

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: January 26, 2017
SUBJECT: FFA Members and Instructors Coupon

Valued Customer,

Standlee Premium Western Forage® believes we all have a vested interest in preserving our lifestyle and feel that our mutual support of youth programs is very important. Standlee announced their partnership with the FFA and the National Equine Career Development Event earlier this year. In an effort to continue our support, Standlee is offering an Exclusive Offer to FFA Members and Instructors.

This and other consumer offers from Standlee are intended to drive consumers into your stores by providing a discount off 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)

Thanks for your supporting our lifestyle through the FFA!

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

- \$2.00 OFF the purchase of ANY Standlee Premium Western Forage® bagged product or 50 lb compressed or 50 lb Grab & Go® bale
- Excludes 2 and 3-string bales
- Distributed electronically
- Coupon dates: February 1 to September 30, 2017
- Below is an image of the coupon offer



Customer Action Items:

- Please make your store personnel aware of the above offer to ease the fulfillment at your store(s).
- 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>

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