

MEMORANDUM

TO: Standlee Premium Western Forage® Customers
FROM: Standlee Premium Western Forage®
DATE: October 25, 2017
SUBJECT: 2018 Barn Buster Promotion and Support

Valued Customer,

The 'Spring Barn Buster' Buy 3 Get \$5 OFF on all Standlee products promotion returns this spring! This is an electronic offer that will be available to consumers. With an extended assortment of Email Blasts, Online Ads, Social Media posts and In-store signage, we're driving customers to your doors!

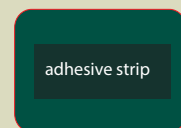
Your customers are ready for spring and looking to prepare for getting back on the horse. Standlee is offering Buy 3 Get \$5 OFF instantly when purchasing bags or compressed bales. Offer excludes all Standlee 2 & 3 String Bales. This promotion runs from March 1 through April 30, 2018.

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

- Buy 3 Get \$5 OFF the purchase of Standlee Premium Western Forage® product
- Coupon dates: March 1 to April 30, 2018
- Coupon distribution electronically only
- Expanded electronic advertising to promote the coupon value directly to consumers
- Excludes 2 and 3 string bales
- 'Spring Barn Buster' is fully funded by SPWF



Electronic coupon



Shelf dangler signage

Please Note- Preliminary Artwork Shown for Reference; Final Artwork may change.

Customer Action Items:

- Sign-up today! Contact your regional sales representative by January 15, 2018.
- We encourage you to place signage 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 to ease the fulfillment at your stores(s).
- Leverage Promoboxx (free for dealers to participate) for social posts, landing pages & web banners. To register or sign-in go to www.standleecontent.com
- 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>

To sign up for this promotion, please contact your Regional Sales Manager by no later than January 15, 2018.

Thank you for your support and happy selling!