



April 2011

Dear Honor[®] Show Chow[®] Rewards Member,

Thank you for participating in Purina's Honor[®] Show Chow[®] Rewards incentive (weight circle) program. We appreciate the loyalty you have shown to our brand over the years.

With the introduction of our new Purina Difference[™] Rewards Program, we feel it is time to roll our horse, show feed and backyard livestock brand incentive offers into the new program.

If you have previously purchased Purina Honor[®] Show Chow[®] feed products:

1. **As of May 1, 2011 we will no longer offer the weight circle program.**
2. Use the redemption form at www.honorshowchow.com : click on "HSC Rewards" and "Download Order Form" to mail in your last set of weight circles.
3. **Weight circles may be redeemed until July 31, 2011.**
4. Land O'Lakes Purina Feed LLC and its subsidiaries and affiliates are not responsible for lost, stolen or damaged weight circles and will not replace or refund.
5. If we are "out of stock" on items ordered, we will automatically shift weight circle redemption to a similar point value item or Sullivan Supply Gift Certificate.

So why join the new program? Membership benefits in the NEW Purina Difference[™] Rewards Program include:

- Quarterly coupon offers
- Access to Special Promotional Offers & Contests
- Members only webinars on new products or show tips from Ambassadors
- Quarterly E-Newsletters on Feeding & Managing Show Animals
- Personalized Membership Card

In order to take advantage of the new Purina Difference[™] Rewards Program, you **MUST register on-line** at www.PurinaDifference.com for the new program. We are unable to transfer your information without consent. Register today to start receiving coupons and promotional offers in the new program – so don't delay!

Honor[®] Show Chow[®] – the Power to Perform[™]!

Sincerely,

Your Honor[®] Show Chow[®] Marketing Team

P.S. This does not affect the Honor[®] Show Chow[®] Top Performer's Program. Kids who win Grand or Reserve Champion at County, State or National shows are eligible to receive a jacket or prize in the program. Please visit www.HonorShowChow.com for complete rules and to download an application.