



Dear valued customer,

I am very excited to share with you that effective August 31, 2010, Agri-Mart Livestock and Poultry Products changed its name to Horizon Livestock & Poultry Supply.

We're the same great company offering the same great products and service you've come to expect from the leader in one-stop livestock and poultry supplies.

Horizon has it!

- Value pricing—our buying power ensures that you receive the best products at the best price
- Largest inventory—you save time and money by getting what you want, when you need it
- Trusted expertise—we have the knowledge, background and experience to answer all your questions and ... ensure you make the best decision possible
- FREE on-farm evaluation—comprehensive on-farm evaluation and systems analysis ensures you're operating efficiently *and* profitably

I, personally, want to invite you down to our new stores for you to see what all the fuss is about. While you're in, update your contact information to receive special discounts and sales offers and register to win a **Washex** pressure washer valued at over **\$3,600** (offer valid till October 29th).

Even better, bring this letter in and receive a special in-store bonus. Why not drop in today, while it's still handy?

Thank you for your business and continued support.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dan Brewin".

Dan Brewin
General Manager
Horizon Livestock & Poultry Supply Ltd.

PS – If I can be of any assistance to you or address an immediate need, please call me directly at 204-388-6034, ext. 227. Many thanks!

PPS – The special offer expires October 29, 2010, so hurry in to win and to receive your special in-store bonus!