

TRADE IN.
TRADE UP.
GET \$10.



PURINA

Be one of the first
100 to bring us the
empty bag from a
branded competitor's
feed, complete the
consumer reply card
& we'll give you
10 bucks off our
Purina® Horse or
Poultry Feed.

Offer valid between November 1 – November 30, 2013

Consumer must bring in a competitor's bag **AND completely** fill out a Consumer Reply Card to receive the discount. Maximum (2) deals per household; 1 bag of horse feed and 1 bag of poultry feed only. More than two submissions per household, one horse and one poultry, will not be eligible for the discount. One Consumer Reply Card must be completely filled out to receive the discount. Incomplete cards (not all sections filled in) will **not** be eligible for the discount and the Purina Dealer will not be reimbursed for discounts provided for incomplete cards.

COMPETITOR'S BAG MUST BE a complete branded feed larger than 40 LB, not treats, scratch, grains, hay or supplements. A competitive feed bag constitutes a 40 LB or 50 LB formulated horse or poultry feed that is designed to be fed only to horses or poultry for the expressed goal of meeting the daily nutritional requirements of the animal.

Discount is \$10 off of eligible horse and/or poultry feed products, up to a maximum discount of \$20 per household, provided, two branded complete feed bags of a competitor are submitted and the consumer card is completely filled out.

ELIGIBLE PRODUCTS: Equine Senior®, Strategy® GX, Layena® Pellets or Crumbles (40 LB or larger), Flock Raiser® (40 LB or larger), Layena® Plus Omega-3 (40 LB or larger.) No substitutions. Not valid with any other offers or coupons. Only valid at participating Purina Dealer locations. Offer valid for the first 100 consumers per participating Dealer location only.