



News Release

FOR IMMEDIATE RELEASE

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2009 PURINA® WILDLIFE SERIES SWEEPSTAKES FIRST PLACE WINNER ANNOUNCED

Calvert Resident Receives 5 Tons of Purina AntlerMax® Deer Feed

Calvert, TX (March 29, 2010) – Purina is pleased to announce Tammy Clark from Calvert, TX as the first place winner of the 2009 Purina® Wildlife Series Sweepstakes of 5 tons of Purina® AntlerMax® Deer Feed. Tammy Clark received her feed award at M&M Farm Supply in Franklin, TX.

“We are excited to share the news of our 2009 Purina Wildlife Series AntlerMax® Deer Feed prize winner,” says Scott Hohensee, Wildlife Specialist with Purina. “We appreciate the sponsors and speakers that supported our 2009 Purina® Wildlife Series bringing wildlife management education to rural communities throughout Texas.”

The Purina® Wildlife Series is a community event providing educational seminars for wildlife enthusiasts and novices in rural parts of the country. The 2009 Purina® Wildlife Series attracted some of the top wildlife related brands in the country, including All Seasons Feeders®, Bad Boy Buggies®, Chippewa Boots®, Stealthcam®, Nikon Optics®, Primos Hunting Calls®, Tecomate Seed®, Texas Deer Association, Exclusive® Pet Food® plus Purina and their AntlerMax® line of deer nutrition products. The events were free and included a meal and wildlife management orientated presentations by top leading wildlife industry experts. Wildlife customers were able to view these products at the 2009 Purina® Wildlife Series and shop for these brands in store at their Purina dealer year round.

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The 2009 Purina® Wildlife Series attracted residents to each of the events within the following cities: Bastrop, TX; Corpus Christi, TX; Decatur, TX; Del Rio, TX; El Campo, TX; Franklin, TX; Fredericksburg, TX; Freer, TX; Graham, TX; Katy, TX; Kerrville, TX; Laredo, TX; Longview, TX; McAllen, TX; San Antonio, TX; Stonewall, LA; Victoria, TX; Waco, TX; and West Monroe, LA.

The 2010 Purina® Wildlife Series Tour will be expanding to the Southeast, including Texas and will be announced on April 1, 2010. Visit www.AntlerMax.com to receive the latest information on the 2010® Wildlife Series.

Photo Caption (L to R): Joe Fuller, Land O'Lakes Purina Feed; Tammy Clark; Keith Clark; and Loren Helton, M&M Farm Supply.

About Purina

Land O'Lakes Purina Feed LLC is a national organization serving producers and their families through 4,700 local cooperatives and independent dealerships throughout the United States. Our high-quality feed products are designed to enhance the performance, health and productivity of animals, which has made the company (in combination with its wholly owned subsidiary Purina Mills, LLC), North America's leading feed company. We are committed to providing producers, cooperatives and dealers with an extensive line of animal feed, ingredients and services designed to help agricultural producers, dealers and cooperatives compete in the global marketplace. [Please visit the Purina Mills Web site at www.purina-mills.com.

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