



January 31, 2011

Dear Valued Retailer,

Please note that we have recently received a price increase from **Star Milling on their Integrity Horse Feeds**. Horse feeds can change monthly as the commodity market changes. Recently, we have seen these changes on a monthly basis.

To keep you updated with the most current pricing, we will be posting the current prices for Equine Products on our website. The order form/price list will be accessible to you **without a password at www.uppet.com**. **We will no longer be mailing price lists to you on these products.**

Enclosed is an updated "Equine Products and Litters" order form/price list.

The attached new pricing will be effective February 14, 2011. This is the last mailing regarding Integrity Horse Feed you will receive from UPP. All future price communication will be through our website or you can ask your inside Sales Rep for current pricing when you place your order. We will update pricing on the first of the month.

Your business is very important to us and we thank you for your support.

Please contact your sales representative with any questions.

Sincerely,

Wendy Gourlay
Director of Marketing & Purchasing