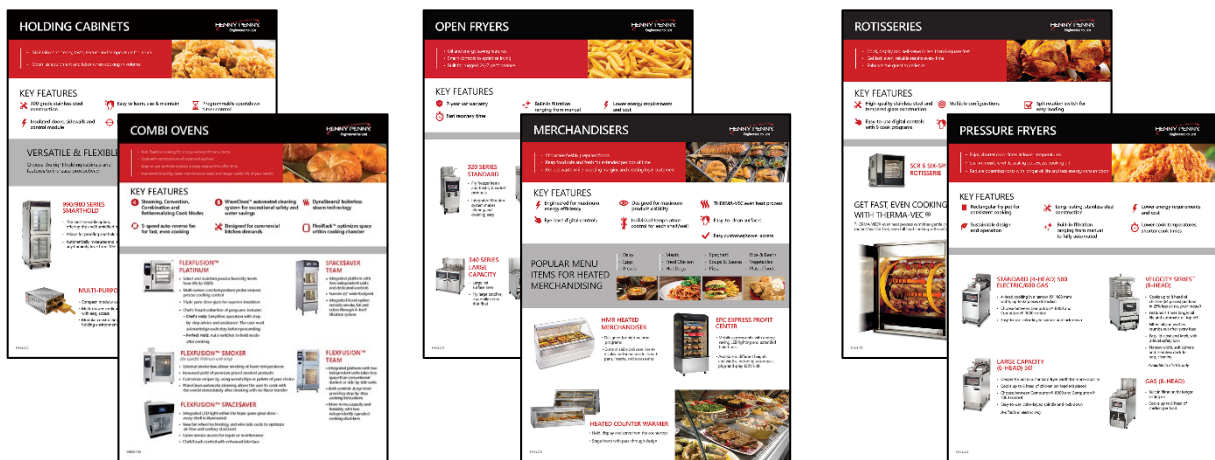


To: All Distributors
From: Joe Downs, Visit & Distributor Support Coordinator
Date: 5/1/2020
Subject: Product Family Brochure Launch

We're excited to announce the launch of our new series of sales brochures for the entire line of Henny Penny equipment. Each of our 6 product families are represented by a two-sided single-sheet brochure giving an impactful yet concise product family overview. You can easily customize your presentation by including just the brochures relevant to your customer. The new brochures provide key features, advantages of each model/series and compelling ROI data for each product family.



The brochures will be released in two phases:

- Phase 1:** Digital versions (pdf files) will be available for download via the Extranet today, May 1st, 2020. This will allow you to have instant access to the brochure files and use them immediately.
- Phase 2:** Printed brochures will be inventoried and available for ordering through EZ-Order by the end of June 2020. We will also make available a Henny Penny branded folder sleeve to accommodate a combination of product family brochures and other relevant documents to share with your customer. I will send an additional communication in May with more details regarding the printed inventory of product family brochures and branded folder sleeve.



We are confident this new set of tools will be a help in your sales process. Please contact your sales manager with questions.