

To: All Feed Handling Locations and Feed Sales Staffs
From: Jim Moore, Vice President – Feed Division
Re: Addition of Customer Service Support in Feed Division
Date: August 16, 2012



Southern States is pleased to announce the addition of **Ruth Hopke** as the **Customer Service Support Coordinator** for the Feed Division.

Already in effect, Southern States has initiated a customer service/technical support line. This will provide wholesale and retail customers with the ability to get help quickly on product and technical questions about feed and just as importantly, help us understand the changing needs of our feed business.

Ruth Hopke is the support coordinator and she is well versed on feed issues and also has the resources of the entire feed division at her disposal to help answer your questions. She has spent time as both an FSTR and dealer for Southern States.

The new phone number is 1-888-221-8987. This customer service number will be manned Monday-Friday, 8AM-5PM EST.

An e-mail address is also available - sscfeedquestions@sscoop.com.

The number or e-mail can be used by both wholesale and retail customers.

We will be implementing this contact information on all feed-related marketing materials that are distributed to the end user.

Thank you.