AGWAY PRODUCT PROMOTION SCHEDULE

April 2009 TO June 2010

This schedule will be used for the Garden Guys Show, web product pushes, web coupons, email blasts

4 items per week

denotes web coupon | denotes web products | weekly consumer email

As part of the Garden Guys contract we will have one Agway expert interviewed each quarter. Person is;

NEEDS for each quarter

1. **Products for the season by weeks**
2. **Product bullets for each- tab 2**
3. **Coupons or offers for web**
4. **Identify products forweekly consumer email blasts**
4. **Determine who will be interviewed by Garden Guys each month.**
5. **Provide this schedule to Garden Guys in advance for the quarter**

	2009	WEEK 1					WEEK 2					WEEK 3					WEEK 4				
2nd quarter expert Mike Spyker, Agway Grass Seed.	**APRIL**	Agway Grass Seed, Double money back guarantee (on 3 and 10# sizes)	Agway Greenlawn Supreme 2 part Program	Agway Organic 4 Stage program	Agway Fast Acting Lime	Agway Cat litter 30# scenter 10% off	Agway Grass Seed, Double money back guarantee (on 3 and 10# sizes)	Agway 4 Stage program	Agway Cedar & Pine Bark Mulch	Agway Top Soil	Agway Cedar & Pine Bark Mulch 3 for 12.27 or 9 for 36.00	Agway Grass Seed, Double money back guarantee (on 3 and 10# sizes)	Agway Organic 4 Stage program	Agway Lawn Starter Granules	Agway Fruit Tree Spray	Agway Top Soil 3 for 6.87 or 10 for 22.50	Agway Grass Seed, Double money back guarantee (on 3 and 10# sizes)	Feathered Friend Premium Black Oil Sunflower Seed	Agway Fruit Tree Spray	Feathered Friend Going Green Wren House	Feathered Friend Sunflower Deluxe Feeder with Suet Holder 27.99
	MAY	Agway Fast Acting Lime	Agway Cedar Mulch	Agway Grass Seed, Double your money back on 3lb and 10lb sizes	Lil'Red Original Cat Food	Rubber Stalll Mats 5% off	Agway Professional Potting Mix	Agway Greenlawn Lawn Fertilizer	Feathered Friends Sunflower Hearts Bird Seed	Agway Broadcast Spreader	Your Choice $18.99 Espoma Holly Tone or Espoma Plant Tone	Agway Greenlawn Weed Control & Fertilizer	Agway 5/8" x 50' Medium Duty Hose	FF Brushed Coppertop Lantern Seed Feeder	Agway Organic Lawn Food	10% off any agway dog tie-out products	Agway Greenlawn Weed Control	Feathered Friend Finch Delight	Agway Organic Plant Food	New Agway Landscape Fabric in sizes 3'x50' and 3'x100' with a 5yr. Warranty and 4'x50' and 4'x100' with a 15 yr warranty	Agway Premium Cow Manure 40lb bag 3 for $9.75 or 10 for $32.00
	JUNE																				
	JULY																				
	AUGUST																				
3rd quarter expert Mike Spyker, Agway Grass Seed.	**SEPTEMBER**	Agway Grass Seed, Double money back guarantee (on 3 and 10# sizes)					Agway Grass Seed, Double money back guarantee (on 3 and 10# sizes)														
	OCTOBER																				
4th quarter expert, Tom Young, Birding	**NOVEMBER**																				
	DECEMBER																				
	2010																				
	JANAURY																				
	FEBRUARY																				
	MARCH																				
	APRIL																				
	MAY																				
	JUNE																				