



January 6, 2017

Valued Customers,

We are excited to announce that Mercer Milling Co. (Liverpool, NY) has been acquired by Triple Crown Nutrition, Inc. (Wayzata, MN). Since 1989, Triple Crown has been focused exclusively on the super-premium Equine feed business. Mercer Milling is a strategic fit for Triple Crown as it helps expand into the vitamin, trace mineral premix, and distribution business.

The Mercer Milling Company name will remain the same and Bill Colten will continue to run the day to day business along with a great staff who will continue to work tirelessly to exceed your expectations. Please be confident that service and quality will continue to be our focus and you should not experience any interruption(s) in our delivery.

In the next few months, we are planning to expand our capabilities to include a non-medicated production line. Triple Crown is committed to grow the business and work with each of you to help meet your needs well into the future.

If you have any questions please feel free to call or email.

Sincerely,

A handwritten signature in cursive script that reads "Bill Colten".

Bill Colten
Mercer Milling

Brian Parham
Triple Crown Nutrition