

Reposition. Re-energize. Re-imagine.

GEAR UP FOR HEAVY-DUTY GROWTH.

CHS LUBRICANTS - DEALER



PRODUCTS • PROGRAMS • SALES INCENTIVES



OUR ENERGY COMES THROUGH®

QUICK REFERENCE GUIDE

General Questions:

Customer Service: 1-800-852-8186

Technical Services : 1-800-852-8186

Cenex® Total Protection Plan® Program:

1-866-863-0827

In the Know E-Newsletter:

Register at

[cenexfuelsandlubes.chsintheknow.com/
subscribe](http://cenexfuelsandlubes.chsintheknow.com/subscribe)

CHS Lubricants Portal

chsinc.com

(Click on Energy > Lubricants)

Performance Edge

www.cenexperformanceedge.com

Cenex Shop

cenexshop.com

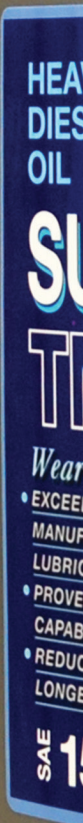
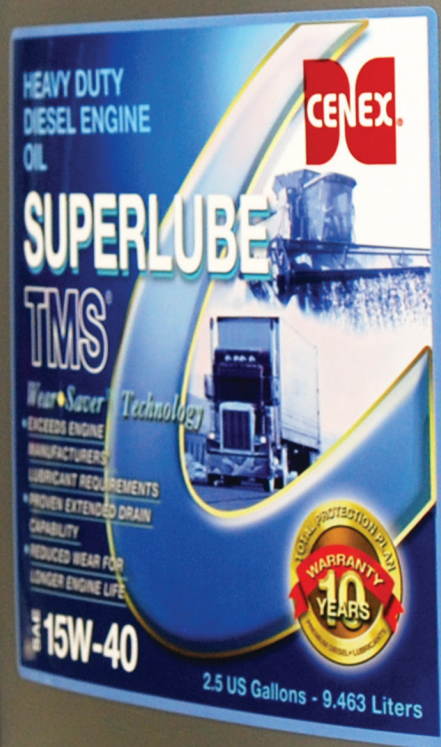


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CHS LUBRICANTS CONTACTS

| NAME | POSITION | EMAIL | PHONE | FAX |
|---------------|----------------------------|-------------------------|--------------|--------------|
| Frasier, Doug | Manager CLT & Inside Sales | Doug.Frasier@chsinc.com | 952-210-4200 | 866-623-1663 |

Northern Region

| | | | | |
|---------------|-----------------------------|-------------------------|--------------|--------------|
| Pomranke, Dan | Sales Director North Region | Dan.Pomranke@chsinc.com | 515-231-7551 | 866-623-1672 |
|---------------|-----------------------------|-------------------------|--------------|--------------|

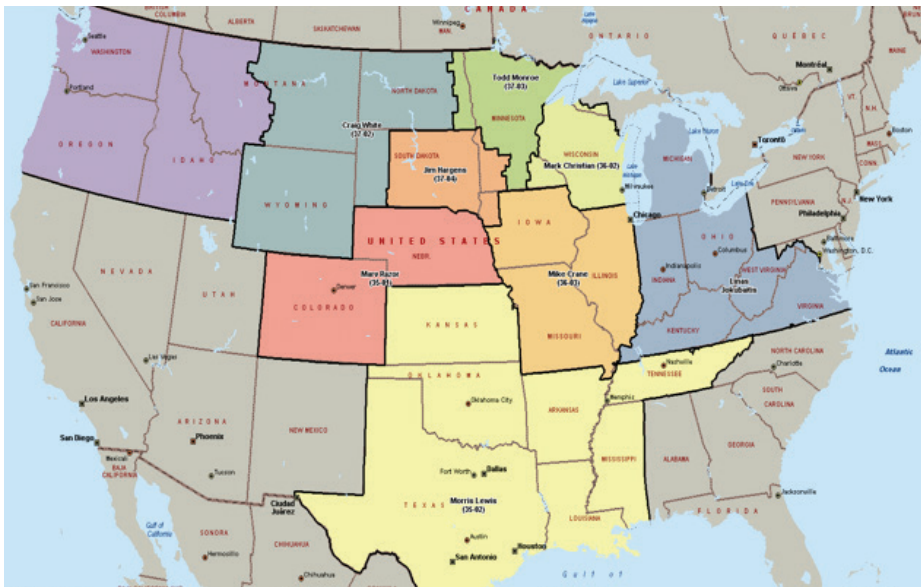
| | | | | |
|-----------------|------------------|---------------------------|--------------|--------------|
| OPEN | District Manager | | | |
| Christian, Mark | District Manager | Mark.Christian@chsinc.com | 507-951-8510 | 888-643-6994 |
| Hargens, Jim | District Manager | James.Hargens@chsinc.com | 605-321-3475 | 866-469-7099 |
| Monroe, Todd | District Manager | Todd.Monroe@chsinc.com | 651-587-3737 | 866-470-7710 |
| White, Craig | District Manager | Craig.White@chsinc.com | 701-934-5032 | 866-623-1671 |

| | | | | |
|---------------|---------------------------------|-------------------------|--------------|--------------|
| Buchanan, Ben | Oil Patch Lubricants Specialist | Ben.Buchanan@chsinc.com | 406-331-0873 | 406-967-2102 |
|---------------|---------------------------------|-------------------------|--------------|--------------|




Southern Region



| | | | | |
|-----------------|-----------------------------|---------------------------|--------------|--------------|
| Kalsbeck, Kevin | Sales Director South Region | Kevin.Kalsbeck@chsinc.com | 308-440-0903 | 800-266-8345 |
|-----------------|-----------------------------|---------------------------|--------------|--------------|



| | | | | |
|-------------------|------------------|-----------------------------|--------------|--------------|
| Crane, Mike | District Manager | Mike.Crane@chsinc.com | 515-943-1427 | 866-623-1674 |
| Jokubaitis, Linas | District Manager | Linas.Jokubaitis@chsinc.com | 216-630-4820 | 866-623-1667 |
| Lewis, Morris | District Manager | Morris.Lewis@chsinc.com | 316-655-9698 | 866-561-4013 |
| Razor, Marv | District Manager | Marv.Razor@chsinc.com | 402-517-0662 | 866-557-9441 |



LUBRICANTS MARKETING CALENDAR

| Program | Sept 2013 | Oct 2013 | Nov 2013 | Dec 2013 | Jan 2014 | Feb 2014 | Mar 2014 | Apr 2014 | May 2014 | Jun 2014 | Jul 2014 | Aug 2014 |
|--|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Customer Acquisition Programs:  | | | | | | | | | | | | |
| PerformanceEDGE | | | | | | | | | | | | |
| Mission Acquisition Nov. 1, 2013 - Jun. 30, 2014 | | | | | | | | | | | | |
| Qwiklift  | | | | | | | | | | | | |
| Maxtron Enviro-EDGE  | | | | | | | | | | | | |
| Cenex Total Protection Plan® Warranty Incentive Sept. 1, 2013 - Aug. 31, 2014 | | | | | | | | | | | | |

| Program | Sept 2013 | Oct 2013 | Nov 2013 | Dec 2013 | Jan 2014 | Feb 2014 | Mar 2014 | Apr 2014 | May 2014 | Jun 2014 | Jul 2014 | Aug 2014 |
|---|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| End-User Promotions: | | | | | | | | | | | | |
| GIFT CARDS   | | | | | | | | | | | | |
| Gift Cards for Gallons Oct. 2013 - Dec. 2013 | | | | | | | | | | | | |

| Program | Sept 2013 | Oct 2013 | Nov 2013 | Dec 2013 | Jan 2014 | Feb 2014 | Mar 2014 | Apr 2014 | May 2014 | Jun 2014 | Jul 2014 | Aug 2014 |
|--|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Dealer Programs: | | | | | | | | | | | | |
| Seasonal Marketing Allowance  | | | | | | | | | | | | |
| Volume Credit Program Sept. 2013 - Aug. 2014 | | | | | | | | | | | | |
| Fast Lube Volume Credit Program Sept. 2013 - Aug. 2014 | | | | | | | | | | | | |
| Cost Share Equipment Program  | | | | | | | | | | | | |
| Field Test Challenge Sept. 2013 - Aug. 2014 | | | | | | | | | | | | |

SEASONAL MARKETING ALLOWANCE

Objective:

Earn flexible marketing funds to assist in gaining new business, advertising, or promoting Cenex® lubricants in your area.

Program Overview:

- Beginning this fall, you can earn marketing allowance dollars for selling Cenex lubricants.
- Customized for the seasonality of our north and south regions, this program offers you the flexibility to apply funds to grow your lubricant business in the way that best fits your operation.
- Purchase qualifying bulk or packaged Cenex lubricants according to the chart below and earn up to \$0.40 per gallon in the first month. Your funds decrease with each subsequent month during the program, so buy early!

Qualifying products include: Cenex Superlube TMS® or Superlube 518®, Qwiklift® HTB®, Maxtron® Enviro-EDGE®, Maxtron® DEO, and Maxtron® THF+ in any size packaging.

Qualifying dates are determined by state. Please see below for months and allowance levels.

South Discount begins October 1, 2013 for the following states: AR, CO, IL, IN, KS, KY, LA, MI, MO, MS, OH, OK, TN, TX, WV, and VA

North Discount begins November 1, 2013 for the following states: IA, ID, MN, MT, ND, NE, OR, SD, WA, WI, and WY

Contact your lubricants district manager and develop a plan to utilize the marketing allowance to grow your lubricant gallons.

REGIONAL MARKETING ALLOWANCE BREAKDOWN

| South Discount (per gallon) | Month | North Discount (per gallon) |
|--------------------------------|-------|--------------------------------|
| 0.40 | Oct | 0.00 |
| 0.25 | Nov | 0.40 |
| 0.20 | Dec | 0.25 |
| 0.00 | Jan | 0.20 |

GIFT CARDS FOR GALLONS

Objective:

Reward your loyal Cenex® lubricant customers with Cenex Gift Cards for Gallons.

How the Program Works:

End users can earn one \$50 VISA gift card for every 150 gallons of Cenex Superlube TMS®, Superlube 518®, Qwiklift® HTB®, Maxtron® Enviro-EDGE®, Maxtron® DEO and/or Maxtron® THF+ purchased between October 1, 2013 and December 31, 2013.

End user customers complete a redemption form, attach their receipt, and mail it no later than January 31, 2014.

Benefit Your Operation and Grow Your Business By:

- Rewarding your customers for purchasing Cenex lubricants
- Locking in sales to your loyal customers before the busy spring season.
- Combining this promotion with the Seasonal Marketing Allowance Program to pass along additional discounts to your customers.
- Increasing profits for your lubricants business during slower months.

Build Awareness with Advertising:

Additional marketing tools and advertising materials are available to create your own local campaign.

- CHS lubricants has print and radio advertisements to support your local efforts.
- See pages 12-13 for details on ad share. Local marketing and advertising is a great way to build awareness.
- Submit invoices and tear sheets for newspaper and radio advertisements to CHS lubricants by **January 31, 2014** to receive ad share funds.

Offer is void if CHS provides special pricing for the end user customer. Sales to CHS entities, Cenex dealers and redistributors do not qualify for the promotion. Products other than Cenex Superlube TMS®, Superlube 518®, Qwiklift® HTB®, Maxtron® Enviro-EDGE®, Maxtron® DEO, and Maxtron® THF+ do not qualify for promotion. Grease purchases do not qualify.



GIFT CARDS
for **Gallons**

PERFORMANCE EDGE

Reposition, re-energize and re-image your approach to lubricants. Performance Edge is a program that provides product knowledge, marketing tools, and incentive programs to salespeople who demonstrate a dedication to growing their lubricant business.

To reward field salespeople for their continued efforts to gain new and additional business, we've increased opportunities throughout the year to earn AWARDPERQS® points and recognition for sales growth. The following incentive programs will help you obtain your chosen points reward quicker than before!



MISSION ACQUISITION

Are you up to the challenge to grow your lubricants business by gaining new fleet customers?

Mission Acquisition is a prospect conversion program that offers you the opportunity to earn awards including merchandise, travel, events, and more for gaining new lubricant gallons from November 1, 2013 through June 30, 2014.

Salespeople that have gained new Cenex® lubricant business from September 1, 2013 through October 31, 2013 may be eligible to earn AWARDPERQS through Mission Acquisition. Contact your lubricants district manager for approval.

How the Program Works:

For every gallon sold to a NEW agricultural producer, industrial, construction or government customer you earn 1 AWARDPERQS point. The awards double for NEW fleet or trucking customers giving you 2 AWARDPERQS points for each gallon sold to those customers throughout the 8-month period. The more new gallons you sell, the more awards you earn!

Submitting New Customer Invoices:

Dealers will be able to submit the information from customers' invoices through a claims website, www.cenexperformanceedge.com, beginning November 1, 2013 to qualify for AWARDPERQS. All claims will go through a validation process, and salespeople will be awarded on a semimonthly basis.

Your award payout will come in the form of a points deposit into your AWARDPERQS account once your gallon claims have been verified.



SALES SURGE

Now you have even more opportunities to earn points throughout the year:



Move Qwik!

From November 1, 2013 through February 28, 2014 earn three points per gallon on new customers that purchased Qwiklift® HTB® during these four months.



MAXimize Your Sales!

From March 1, 2014 through June 30, 2014 earn three points per gallon on new customers that purchased Maxtron® Enviro-EDGE® 5W-40 during these four months.

Claims must be submitted no later than July 31, 2014 to qualify. All claims are subject to validation and audit for accuracy.

CENEX® TOTAL PROTECTION PLAN® WARRANTY INCENTIVE



Earn AWARDPERQS® Points Every Time You Sell the Best Warranty in Agriculture

The Cenex® Total Protection Plan® Warranty Sales Incentive Program rewards Cenex dealer sales team members for completed Total Protection Plan Warranty sign-ups between September 1, 2013 and August 31, 2014.

How the Program Works:

Salespeople earn 100 AWARDPERQS for every completed and approved new or used Cenex Total Protection Plan Warranty from September 1, 2013 through August 31, 2014. Salespeople who sell warranties to customers NEW to Cenex lubricants earn 200 AWARDPERQS for every completed and approved warranty from September 1, 2013 through August 31, 2014.

Salespeople must sell three Cenex Total Protection Plan warranties to qualify for AWARDPERQS. Once they have sold three Cenex Total Protection Plan warranties, they will be awarded retroactively for their first three warranties, and then will earn AWARDPERQS for each subsequent approved warranty sold.

There is no maximum earning potential - the more warranties you sell, the more AWARDPERQS you earn!

AWARDPERQS will be awarded every month throughout the incentive. CHS lubricants will track and record (by dealer sales team member) all new and used completed warranty sign-ups between September 1, 2013 and August 31, 2014.



New for 2014! Every three months the top 10 salespeople who have grown their warranties most during that quarter will receive an additional 750 AWARDPERQS points. In the case of a tie, the salesperson with the most NEW Cenex lubricants customers signed up on the TPP Warranty program during that quarter will be awarded points.

PERFORMANCE EDGE RULES

Mission Acquisition claims for products purchased and/or delivered after June 30, 2014 will not be honored. Claims for products purchased and/or delivered prior to November 1, 2013 require approval from a CHS lubricants district manager. (Excluded products: Drip Oil, Chain Bar Oil, and Concrete Form Oil do not qualify. Fast Lube prospects and customers purchasing Auto Gold® do not qualify.)

Used warranties must have completed the LubeScan oil analysis process to qualify. Warranty applications submitted without a salesperson name will not qualify towards the program. Transferred warranties do not qualify to earn AWARDPERQS®.

Participating dealers and salespeople can elect to have AWARDPERQS placed in a dealer account to be distributed according to their dealer's preference.

New accounts gained through special terms do not qualify the salesperson for AWARDPERQS points. Sales to CHS entities, Cenex dealers and redistributors do not qualify for the promotion. Void where prohibited, licensed or regulated. Good only in the USA. CHS reserves the right to audit any claim submitted as part of the Performance Edge program. CHS reserves the right to change or discontinue this promotion at any time.

AWARDPERQS® POINT SYSTEM

AWARDPERQS Includes:

The reward (merchandise, travel, event tickets, etc.)

100% Satisfaction Guarantee: Free Lifetime Warranty

All jurisdictions of sales taxes

Free Shipping of the award no matter how large

Free lifetime warranty (unconditional, replaced without question)

In-house customer care ready to serve you

Customer Care support:

Available M-F 7:00 a.m. to 7:00 p.m. Central Time.

Live chat, email or 1-800 toll free

83% of customer calls answered in under 30 seconds

94% of orders ship within 48 hours

Your AWARDPERQS points NEVER expire! Spend or save – it's up to you. Accumulate your AWARDPERQS over time for a dream vacation or get that instant gratification gadget you've had your eye on. Even if you leave or change employers, your AWARDPERQS will not expire!

Please Note:

Both CES and local salespeople may opt to have incentives paid directly to their dealer.

COOPERATIVE EQUIPMENT NOW ELIGIBLE FOR CENEX® TOTAL PROTECTION PLAN® WARRANTY

New equipment owned by cooperatives that purchase Cenex® lubricants can now be protected with the best warranty in agriculture.

Beginning September 1, 2013, the TPP Warranty for new cooperative equipment offers the same 10 year, 10,000 hour coverage as the current new equipment warranty for ag producers when using both Cenex lubricants and fuels.

WARRANTY COVERAGE:

AGRICULTURAL EQUIPMENT: TRACTORS (25+ HORSEPOWER) AND TELEHANDLERS

| Component | Covered Fluid | Warranty Term |
|------------------------------------|--|---|
| Diesel Engine | Maxtron® DEO or Maxtron® Enviro-EDGE® Superlube® TMS® or Superlube® 518® | 10 yrs/10,000 hrs. 9 yrs/9,000 hrs. ² |
| Diesel Injection Pump ¹ | Ruby Fieldmaster® and Ruby Fieldmaster B2® or Ruby Fieldmaster B5® | 9 yrs/9,000 hrs. ² |
| Diesel Injectors ¹ | Ruby Fieldmaster®, Ruby Fieldmaster B2® or Ruby Fieldmaster B5® | 5 yrs/5,000 hrs. |
| Trans/Hyd/ Final Drive | Maxtron® THF+ Qwiklift® HTB®, BioMax™ THF or Power Trans Fluid | 10 yrs/10,000 hrs. 9 yrs/9,000 hrs. ² |
| Hydrostats | Maxtron® THF+ | 10 yrs/ 10,000 hrs. |
| Differential/Hubs | Maxtron® THF+, Qwiklift® HTB®, Maxtron® GL or MP Gear Lube | 6 yrs/ 6,000 hrs. |

AGRICULTURAL EQUIPMENT OTHER THAN TRACTORS AND TELEHANDLERS: COMBINES, HARVESTERS, SPRAYERS, MOWER CONDITIONERS, BALE WAGONS, HAY CRUISERS, SWATHERS, CROP CRUISERS, COTTON PICKERS/STRIPPERS AND WINDROWERS

| Component | Covered Fluid | Warranty Term |
|------------------------------------|--|--|
| Diesel Engine | Maxtron® DEO or Maxtron® Enviro-EDGE® Superlube® TMS® or Superlube® 518® | 10 yrs/10,000 hrs 9 yrs/9,000 hrs. ² |
| Diesel Injection Pump ¹ | Ruby Fieldmaster® and Ruby Fieldmaster B2® or Ruby Fieldmaster B5® | 9 yrs/9,000 hrs. ² |
| Diesel Injectors ¹ | Ruby Fieldmaster® and Ruby Fieldmaster B2® or Ruby Fieldmaster B5® | 5 yrs/5,000 hrs. |

STATIONARY AGRICULTURAL EQUIPMENT³

| Component | Covered Fluid | Warranty Term |
|------------------------------------|---|------------------|
| Diesel Engine | Maxtron® DEO, Maxtron® Enviro-EDGE®, Superlube® TMS® or Superlube® 518® | 4 yrs/8,000 hrs. |
| Diesel Injection Pump ¹ | Ruby Fieldmaster® and Ruby Fieldmaster B2® or Ruby Fieldmaster B5® | 4 yrs/8,000 hrs. |
| Diesel Injectors ¹ | Ruby Fieldmaster® and Ruby Fieldmaster B2® or Ruby Fieldmaster B5® | 4 yrs/4,000 hrs. |
| Natural Gas/LP Engine | Irriflex® or NGEO | 3 yrs/7,000 hrs. |

See the current TPP Warranty Application for New Equipment for further details on component coverage.

Dealer/Distributor: The TPP Warranty for new cooperative equipment requires a fee of \$299 and is not eligible for rebate coupons. New cooperative equipment signed up for the warranty program is not eligible for sales incentives, including AWARDPERQS®, under the Performance Edge program.

Contact your CHS lubricants district manager for details or call 1-866-863-0827 to speak with TPP Customer Care.

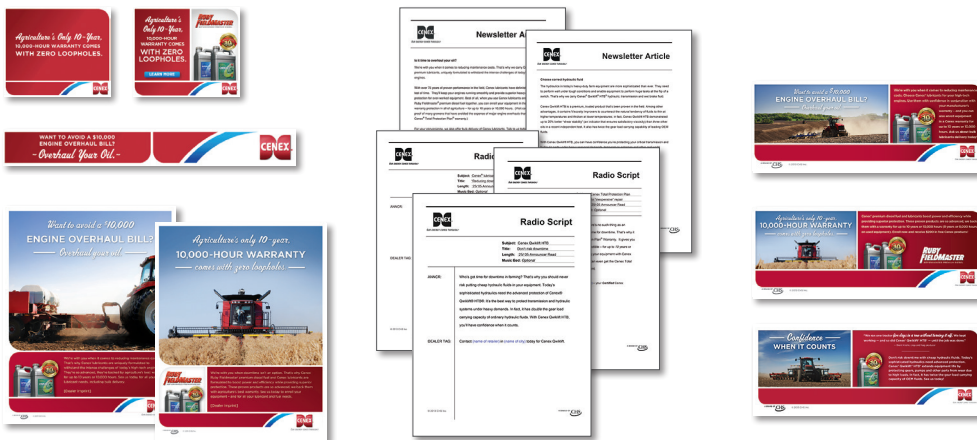


RUBY FIELDMASTER
SOY-ENHANCED PREMIUM DIESEL

ADVERTISING & PROMOTION

Looking for heavy-duty growth in your lubricants business? Promote the full line of premium Cenex® lubricants — they're formulated for today's high-tech engines, proven in the field, and backed by agriculture's best warranty. Use our full collection of resources to promote Cenex lubricants in your markets and at your locations; many of the materials are customizable.

Web Ads, Newsletter Articles, Statement Stuffers, Radio Scripts, And Newspaper Ads:



Targeted To Convert Your Fuel Customers: Postcards, Email, And Posters



Visit cenexshop.com for additional promotional materials.

2014 CENEX® LUBRICANTS AD SHARE CLAIM FORM

Company Name _____ Date _____

Address _____

City _____ State _____ ZIP _____

Submitted By (please print) _____

Phone _____ Account # _____

Email _____

Mail form to the address below. **Deadline for submitting claims is September 15, 2014.**

CHS
ATTN: Lubricants Ad Share, MS 525
PO Box 64089
St. Paul, MN 55164-0089

| Item Being Claimed | Required Documentation | Claimed Amount |
|--|--|----------------|
| Dealer Customized Advertising Materials (Sales Flyers, Direct Mail, etc.) | Sample of advertising materials and invoice | \$ |
| Print Advertising (Pre-approved Newspaper, Statement Stuffer, Newsletter, etc.) | Sample of advertising (tear sheets) and paid invoice | \$ |
| Radio Advertising | Paid invoice and notarized affidavit of performance, including script | \$ |
| Cenex Shop Point-of-Sale Materials (Excludes all brochures, labels, tags, promotional merchandise and apparel items) | Cenex Shop order confirmation or invoice | \$ |
| Cenex Lubricants Branded Signage (Lubricant retail locations and Fast Lubes) | Paid invoices and a photo of your signage or Cenex Shop order confirmation or invoice. | \$ |
| Rolling Stock Imaging | Paid invoice from Modernistic and installer vendor | \$ |
| TOTAL | | \$ |

Cenex lubricants dealers will receive 50/50 ad share on items submitted under the categories above. The maximum cumulative ad share available in fiscal 2014 per dealer is \$1,000. Once that level is reached, additional ad share claims will be denied.

Please send dealer customized advertising to CHS lubricants marketing for pre-approval to ensure eligibility for ad share funds.

MEETING COST SHARE

- Contact your Cenex® lubricants district manager to learn more and to set a meeting date.
- Internally communicate the objectives and plans for the meeting(s) and each employee's responsibilities to ensure success.
- Plan ahead to staff your event with knowledgeable sales representatives who may answer questions and talk with your customers.
- Develop a communications and promotions plan to advertise your event. Work with your sales team to determine which customers and prospects should receive a special invitation.
- Two to three weeks prior to the meeting, send out invitations.
- Compile a confirmed guest list.

Ideas:

- Incorporate an article in your newsletter and website well in advance of your seminar date.
- Two to three weeks prior to the meeting, place advertisements in local newspapers, local radio stations and on your website.
- Seek out door prizes to be given away to participants; make sure to have registration forms available to record the customer's information.
- Follow-up on the invitations with phone calls approximately two to three days prior to the meeting to remind invited customers and to answer questions.
- Within one week, send a follow-up thank you postcard.
- Within one week, make follow-up calls to:
 - a. Thank the customer for attending.
 - b. Solicit comments and answer any questions.
 - c. Ask for their lubricants order.



COST SHARE EQUIPMENT

Objective:

To assist in meeting the equipment needs of new Cenex® lubricants agricultural and commercial end users.

NEW

NEW for 2014 – Dealers may receive up to 75% of the equipment cost per new Cenex lubricants end user.

Target:

New Cenex lubricant end users who will purchase a minimum of 500 gallons annually.

A new end user is one who has not purchased Cenex lubricants in the past 24 months. Additional Cenex lubricant products not purchased in the past 24 months by a current Cenex lubricants end user may qualify. Only the new products are considered for the program.

End users include producers, fleets, construction operations, manufacturing plants, logging companies, installers, government units, OEM installers, consumer retail sites, etc. (End users do not include dealers, distributors or cooperatives).

Program Overview:

Please contact your Cenex lubricants district manager for complete details on the program and to begin the planning processes to gain the maximum value from this program.

- Dealers may receive up to 75% of the total equipment cost per new Cenex lubricants end user at the time of sale with a maximum amount of \$2,500 and a 1-2 year agreement.
- For equipment support greater than \$2,500, an agreement beyond 2 years must be signed.
- Dealers work with their district manager to develop a list of key prospects to establish equipment requirements and Cenex lubricants support needed to secure new end users.
- To allow for flexibility in meeting end user equipment needs, specific credit amounts per end user will be determined through key planning sessions with your district manager prior to securing new business.
- End user must purchase qualifying Cenex lubricants.

- Qualifying equipment must have been purchased within the last two fiscal years from a CHS approved equipment supplier to qualify.
- All submissions for credit must be received by December 31, 2014.

Equipment that qualifies for the program: (Only equipment sold or leased to the specific end user listed on the form qualifies)

- Tanks, Stands, Reels, ATF Flush Equipment, Pumps, Hoses, Oil Level Monitoring System, Cenex Brand Signage and Equipment Contract Buy Out
- Items that do not qualify for the program:
 - Labor to deliver, set-up or install the equipment
 - Equipment for any other end user (non-transferable)
 - Cooperative or redistributors equipment used to distribute oil

Program Process:

1. Identify key prospective end users, along with their anticipated annual gallons and lubricant equipment needs with your district manager.
 - Anticipated annual gallons may be determined by acquiring a copy of a purchase invoice showing the end user's annual gallons (price can be blocked out).
2. Once the prospective end user is secured as a new customer, contact your Cenex lubricants district manager to obtain the credit submission form.
 - Along with the submission form, a copy of the end user's initial lubricants purchase invoice, the end user equipment invoice, previous year purchase history and your equipment invoice from your supplier should be sent to your Cenex lubricants district manager.
3. CHS will issue credit within 45 days of receiving your completed program credit request.
 - To begin the planning session, or to learn more about the equipment program details, please contact your Cenex lubricants district manager. Contact information is located on page 4.

VOLUME CREDIT

Objective:

To help secure sales to large agricultural and commercial end users.

Target:

Volume credits are available on sales of Cenex® lubricants to end users.

End users include producers, fleets, construction operations, manufacturing plants, logging companies, government units, consumer retail sites, etc. (End users do not include dealers, resellers, distributors or cooperatives.)

See pages 18-19 for Fast Lube Volume Credit Program.

Overview Of Program:

Dealers earn \$0.75 per gallon credit for Cenex lubricants sales of 750 or more gallons to qualifying end users during the CHS 2014 fiscal year.

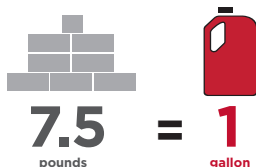
The submission period is based on the CHS fiscal year (September 2013 – August 2014). Credit submissions can be completed quarterly if qualifying levels are reached or annually.

All submissions must be received no later than 120 days after quarter end or December 31, 2014 for annual submissions.

CHS Commitment:

Credits are based on the amount of eligible gallons ordered by the end user.

Grease is converted to gallons at a rate of 7.5 lbs. to 1 gallon (i.e. 750 lbs. grease / 7.5 = 100 gallons).



Credits will be issued within 45 days of receiving a completed program submission.

Dealer Commitment:

1. Dealers must complete the volume credit report form for qualifying end users, including all required information.
2. Complete one form per account type, e.g. one per agriculture, transportation, construction, industrial and government bids. Multiple end users can be on the same form.
3. Forms containing mixed credit programs such as Fast Lube or Special Pricing terms will be rejected.
4. Include a copy of one of the following for each end user showing their purchases for the 2014 fiscal year (September 2013 – August 2014):
 - a. Sales receipts
 - b. Account invoices OR
 - c. Computer sales report by customer with the product name and gallons or pounds. Please include authorized dealer signature.
5. Email or fax the volume credit report form and required supplemental information to lubecredit@chsinc.com or 1-800-665-9319. Dealers must copy their lubricants district manager on all credit submissions no later than December 31, 2014 to receive credit. Forms received after that date will not qualify for credit. District managers must submit and/or approve all credits by February 28, 2015. Any credits received after February 28, 2015 will be rejected.

Please see page 4 for Cenex lubricants district manager contact information.

VOLUME CREDIT

Date _____
 Dealer/Distributor _____ Cenex® Account # _____
 Dealer Contact Person _____ Email _____

Submission times per year (circle one): **Quarterly*** **Annually**

Please indicate the Account Type for each end user.
 (A=Ag, T=Trucking/Transportation, C=Construction, I=Industrial, G=Government Bid)

| Account Type | Sales Ticket Number | End User Name | Total Gallons** | Volume Credit Bracket | Total Volume Credit Amount |
|--------------|---------------------|---------------|-----------------|-----------------------|----------------------------|
| T | 12345 | ABC Trucking | 1,500 | \$0.75 | \$1,125.00 |
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* If qualifying levels are reached.
 ** Total number of gallons. Remember to convert grease lbs. to gallons.
 (grease lbs / 7.5 = gallons)

Dealer/Distributor: Email or fax this form and end user invoices, computer sales reports or sales receipts no later than December 31, 2014 for credit to lubecredit@chsinc.com or 1-800-665-9319. You must copy your Cenex lubricants district manager to receive credit. Contact information can be found on page 4.

District Managers: You must submit and/or approve all credits by February 28, 2015. Any credits received after February 28, 2015 will be rejected.

Contact your Cenex lubricants district manager with any questions you may have.

| | |
|----------------|--|
| SUBTOTAL | |
| Ag | |
| Transportation | |
| Construction | |
| Industrial | |
| Government Bid | |
| GRAND TOTAL | |

Code # A: 037-380 T: 063-298 C: 063-220 I: 068-239 G: 047-968

FAST LUBE CREDIT

Objective:

To help secure sales to fast lubes, installers, and OEM installers.

Target:

Volume credits are available on sales of Cenex® lubricants to fast lube and installer end users.

End users include fast lubes, installers, OEM installers, dealer-owned fast lubes retail sales shops*. (End users do not include dealers, distributors or cooperatives.)

Increased Volume Credit For Sales To Fast Lubes:

The volume credit for sales to existing and new fast lube customers who purchase 600 to 1,999 gallons of Cenex Lubricants annually is \$0.85/gal. Customers with 2,000 or more gallons qualify for \$1.00/gal credit. Offering additional credit amount for these end users is designed to improve competitiveness in the fast lube market.

Sales to fast lubes must meet the following criteria to qualify for the \$0.85 or \$1.00 per gallon volume credit:

Sales must be for an end user fast lube. Dealer-owned fast lubes can qualify for the additional credit, however, only gallons for end user oil changes and/or retail sales qualify for the additional credit.

End user must purchase at least 600 gallons of qualifying products annually.

Qualifying pack sizes include drums and bulk only.

Qualifying products include:

- Auto Gold® 5W-20, 5W-30, 10W-30
- Auto Gold HMO 10W-30, 10W-40
- Maxtron® PCMO 0W-20, 5W-20, 5W-30 Dexos1™, 10W-30
- Auto Gold ATF DM and Auto Gold Multi-Vehicle ATF

Overview Of Program:

Dealers earn the per gallon volume credit for Cenex lubricants sales to qualifying end users during the CHS 2014 fiscal year.

The submission period is based on the CHS fiscal year (September 2013 - August 2014). Credit submissions can be completed quarterly if qualifying levels are reached or annually.

All submissions must be received no later than December 31, 2014 for annual submissions.

CHS Commitment:

Credits are based on the amount of eligible gallons ordered by the end user.

Credits will be issued within 45 days of receiving a completed program submission.

Dealer Commitment:

1. Complete the fast lube volume credit report form for each qualifying end user, including all required information.
2. Forms containing mixed credit types such as standard volume credits or special pricing will be rejected.
3. Include a copy of one of the following for each end user showing their purchases for the 2014 fiscal year (September 2013 - August 2014):
 - a. Sales receipts
 - b. Account invoices OR
 - c. Computer sales report by customer with the product name and gallons or pounds
4. Email or fax the volume credit form and required supplemental information to lubecredit@chsinc.com or 1-800-665-9319. Dealers must copy their lubricants district manager on all credit submissions no later than December 31, 2014 to receive credit. Forms received after that date will not qualify for credit. District managers must submit and/or approve all credits by February 28, 2015. Any credits received after February 28, 2015 will be rejected.

Please see page 4 for Cenex lubricants district manager contact information.

FAST LUBE CREDIT

Date _____
 Dealer/Distributor _____ Cenex® Account # _____
 Dealer Contact Person _____ Email _____
Submission times per year (circle one): **Quarterly*** **Annually**

| Sales Ticket Number | End User Name | Total Gallons | Volume Credit Bracket | Total Volume Credit Amount |
|---------------------|----------------|---------------|-----------------------|----------------------------|
| 12345 | ABC Oil Change | 1,500 | \$0.85 | \$1,275.00 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| GRAND TOTAL | | | | |

* If qualifying levels are reached.

Dealer/Distributor: Email or fax this form and end user invoices, computer sales reports or sales receipts no later than December 31, 2014 for credit to lubecredit@chsinc.com or 1-800-665-9319. You must copy your Cenex lubricants district manager to receive credit. Contact information can be found on page 4.

District Managers: You must submit and/or approve all credits by February 28, 2015. Any credits received after February 28, 2015 will be rejected.

Contact your Cenex lubricants district manager with any questions you may have.

Code # Q: 053-719

FIELD TEST CHALLENGE

Objective:

Demonstrate to skeptical prospects the ability of Cenex® lubricants to meet or exceed the performance of the prospect's current brand of lubricants.

Target:

New end users with multiple pieces of equipment, e.g. agricultural, construction, trucking, municipal, etc.

This Is For End Users:

Where oil usage exceeds 1,000 gallons per year.

Who have a high probability of purchasing Cenex lubricants if performance meets requirements.

Who are willing to complete the field test and associated LubeScans®.

A new end user is one who has not purchased Cenex lubricants in the past 24 months.

Please note: Staying in contact with prospects throughout the test cycle and continuing to attempt to close the sale improves the effectiveness of this tactic and may shorten the delay in getting the initial order.

CHS Commitment:

CHS pays for Cenex lubricants and LubeScans to complete the Field Test Challenge on up to two pieces of equipment for up to one year (not to exceed 100 gallons and 10 LubeScans). LubeScans include TBN and TAN measurements. For more reliable results, you may wish to run the test with two pieces of equipment using Cenex lubricants and two using competitor's oil.

Dealer Commitment:

Prior to approval, the dealer must submit to their district manager:

Completed field test challenge approval form

Once approved by CHS, the district manager and dealer works with the end user to:

Supply oil and ensure each LubeScan is conducted and submitted after each oil change. With the first samples submitted, a fresh sample of the competitor's oil is required.

Submit Approval Form along with the following items to CHS lubricants for product reimbursement:

- Delivery ticket of actual gallons delivered to the prospect
- Copy of dealer invoice showing purchase of Cenex lubricants used in the Field Test Challenge

Follow up with your Cenex lubricants district manager every three months and at the completion of the challenge to report progress.



FIELD TEST CHALLENGE APPROVAL FORM

Date _____

Dealer/Distributor _____ Cenex® Account # _____

Dealer Contact Person _____ Email _____

Name of New End User Prospect _____

Type of Account: ___ Trucking ___ Construction ___ Agriculture ___ Other

Number of Equipment on Challenge _____ Estimated Annual Gallons _____

Estimated Gallons by Product

| Product Name | Volume |
|--------------|--------------------|
| 1. _____ | _____ gallons/lbs. |
| 2. _____ | _____ gallons/lbs. |
| 3. _____ | _____ gallons/lbs. |

Type of Equipment _____

Name of Current Lubricant Supplier _____

Current Oil Drain Interval _____

Equipment Identification Number for Cenex Lubricants #1 _____

Engine Type/Model _____ Engine Mileage _____

Equipment Identification Number for Cenex Lubricants #2 _____

Engine Type/Model _____ Engine Mileage _____

Equipment Identification Number for Current Lubricants #1 _____

Engine Type/Model _____ Engine Mileage _____

Equipment Identification Number for Current Lubricants #2 _____

Engine Type/Model _____ Engine Mileage _____

Length of Test (Months) _____ Projected Completion Date _____ Estimated Gallons Used _____

Approved by Cenex Lubricants District Manager _____ Date _____

Approved by CHS Technical Services _____ Date _____

Successfully converted prospect Yes No If No, why? _____

Fax or mail a copy to your Cenex lubricants district manager. Contact information can be found on page 4.

Retain original to redeem credit for oil. Attach delivery tickets of actual gallons delivered and your purchase invoice for Cenex Field Test Challenge.

Code # 62-981

COVERING ALL YOUR LUBRICATION & DEF EQUIPMENT NEEDS



We are pleased to announce the release of the CHS hydraulic parts shopping cart.

With a click of a button, go online and find the parts you need and order them at a time that's convenient for you. Go to pe.chsinc.com and click on the Hydraulic Parts icon. We know online ordering is not for everyone and a new price guide will be shipping out to you in the fall of 2014. If you do not receive one, or would like additional copies, please contact us at the number listed below.

Freight Program

- Hydraulic Parts Orders - Free freight with \$650.00 minimum order (applies to regularly stocked items only)
- Petroleum Equipment Orders - Free freight on consumer pump orders of at least \$2,500.00 (applies to regularly stocked items only, other items on order may incur freight)
- 2% Discount on Emailed or Faxed Orders for Both Hydraulic Parts and Petroleum Equipment

Cabela's® Gift Card Program

Receive a \$25.00 Cabela's Gift Card for every \$2,500.00 of hydraulic parts and petroleum equipment purchased (applies to regularly stocked items only)

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- Call us; we'll place a direct ship order for you!

Toll-Free Phone Number and Fax Number for Hydraulic Parts Orders Has Changed

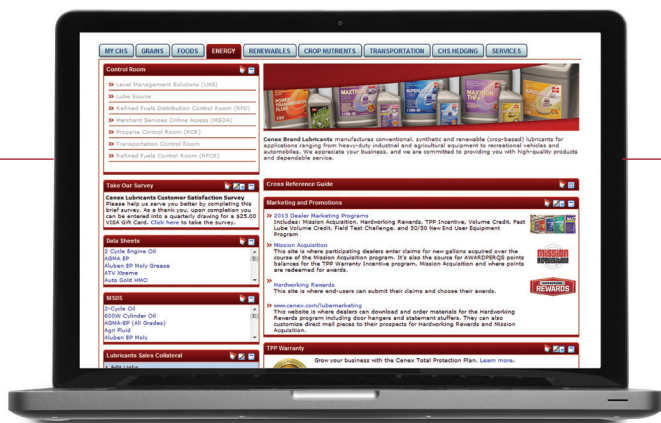
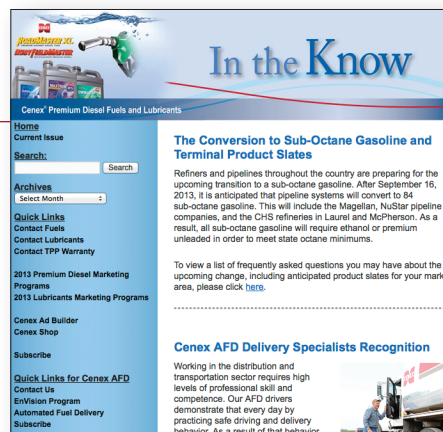
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- Email petroequip@chsinc.com



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CHS LUBRICANTS PORTAL

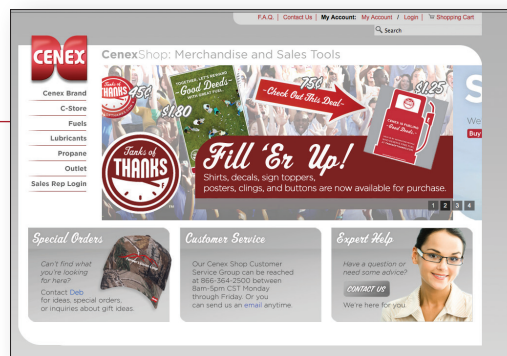
CHS Lubricants portal helps merchants stay up-to-date with the latest products and services.

Just log in to your account at chsinc.com to get started.

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For more information about CHS Lubricants, contact: **1-800-852-8186** or **cenex.com**.