



Earn \$25 in FREE points  
just for calling IDEXX to learn  
how you can  
earn more rewards!  
Call now—offer expires June 10, 2005.

more rewards • more freedom • more value

Contact Name  
Clinic Name  
1234 Clinic Street  
City, State, ZIP

Dear Contact Name:

Great news! You have been enrolled as a Practice Developer™ member, which means your practice now has more opportunities to save money and enjoy member-only privileges.

Congratulations! As an IDEXX Practice Developer™ member, you can earn purchase points based on many of the IDEXX products you use each day to deliver patient-focused care and to manage your business. One purchase point equals one dollar to use toward a wide range of products and services, including medical equipment, educational tools and much more.

#### **MORE REWARDS!**

As a participant in SNAP Up the Savings and/or an IDEXX VetTest® or SNAP® Reader Rental Program, and now as a new Practice Developer member—all your earned credits and purchase points roll into one big rewards bank account.

Your first Practice Developer™ statement in July will show your total number of points from all your IDEXX rewards programs. **Call ISAM at 1-800-551-0998, ext. XXXX by June 10, 2005 to learn how to maximize your points, and you'll get an extra \$25 in FREE bonus points.**

Now you can redeem your points toward the widest range of medical, educational and practice-building products and services available anywhere. Exciting new rewards are added each quarter, so be sure to read your statements. You'll find a sample of these benefits in the *Guide to Membership Benefits* and *Members-Only Rewards List* enclosed with this letter.

*(Over, please)*

IDEXX products and services included in this program are:

- **Savings on any IDEXX product or service purchase**—SNAP® test kits, in-house analyzers, reference laboratory services, telemedicine and more
- **Extended maintenance agreements**—service coverage for your IDEXX analyzers
- **Staff trainings and practice-building tools**—invitation-only learning opportunities on the latest medical insights/protocols and business practices
- **Lunch or dinner** for you and your staff

#### **MORE FREEDOM!**

Earn points quickly and easily no matter how you choose to practice medicine—whether you do in-house testing or use an outside reference laboratory, have a large in-house staff or rely on telemedicine consultations. And, it's all up to you how you redeem your points.

#### **MORE VALUE!**

**Forget about paperwork hassles or tracking of points. We do it all for you!**

In fact, your all-in-one quarterly statement will show how many points you've earned in all IDEXX rewards programs based on your IDEXX purchases and the requirements you've met.

A November 30th expiration date will apply to points earned two years earlier. We'll give you plenty of notice before your points expire so you won't lose out on them. Points earned in 2005 will expire in 2007. Points earned in 2003 (and earlier) will expire on November 30th of this year. Details will appear in your July statement—or call us to learn more.

Call now to start enjoying all your Practice Developer™ benefits today! We look forward to hearing from you. Thank you for your business.

Sincerely,



Sharon Collin  
Senior Marketing Manager  
Customer Rewards Programs

**P.S.: Your \$25 bonus offer expires on June 10, 2005!** Be sure to call **ISAM Name** at **1-800-551-0998, ext. XXXX** today.

Enclosures