



THE PRESIDENT'S MESSAGE TO CTB EMPLOYEES

Dear New or Current Employee,

People are what make this Company great. We are pleased to have you as part of the working team at CTB. Although CTB's corporate structure may seem a bit confusing to a newcomer, after you have been here awhile, it will all make sense. Our business units and corporate support functions all work together to produce good results for the entire CTB organization.

One of the things that makes CTB work so well is our clearly articulated corporate strategy, vision and values – sometimes referred to as SV².

<i>STRATEGY</i>	<i>VISION</i>	<i>VALUES</i>
<ul style="list-style-type: none">• Emerge as best cost manufacturer• Emphasize product driven focus• Expand global physical presence• Fortify through acquisition• Enhance financial strength	Leadership Through Innovation®	<ul style="list-style-type: none">• Integrity in all things• Customers are why we exist• Profitability is a must• Excellence in all we do• People make the difference

SV², in turn, has grown from the principles of our company's founders:

1. To make systems for the care of poultry and livestock, and feed and grain preservation systems that users consider the best in the world.
2. To do such an outstanding job of selling and servicing our products that users will prefer our products to all others.
3. To create a working environment that gives employees the opportunity to develop their best selves and to do their best work.
4. To develop alert, progressive management in all areas.
5. To build a business dedicated to: "EXCELLENCE IN ALL THINGS."

Obviously we have a long-standing heritage of commitment to excellence, leadership and innovation. These are attributes that have served us well through more than 50 years of growth, and they will continue to serve us in the future.

We believe that success for both the employee and the Company is determined by employees' ability to produce quality products very efficiently. The higher the quality and the more efficiently products are produced, the higher the benefits for the Company and for all its personnel.

Every person's job is important, not only to their own success, but also to the success of every other person at CTB. We urge all employees to look at their jobs objectively for opportunities to save work, cut out waste and improve quality. We welcome employee suggestions for improvement, wherever that may be.

We are committed to Lean Manufacturing at all levels of CTB, both in the factories as well as in the office. The principles of "lean" are woven all through our strategy, vision and values. We strongly encourage you to make thinking "lean" a way of life during your career here at CTB.

I hope that new employees find their work home at CTB a happy one, and that our committed employees make all newcomers feel welcome. I encourage you to get to know other CTB people throughout the organization. We are one company and one people, dedicated to doing one job: *"Making products that users consider the best in the world!"*

The combination of continuing innovations, quality products, lean thinking, and a strong corporate family structure, coupled with CTB's outstanding people, holds the promise of a bright future for CTB!

*Victor A. Mancinelli
President & CEO
CTB International Corp.*