
TO: All Weil-McLain Distributors and Agents

FROM: April Johnson – Director of Marketing

SUBJECT: **Weil-McLain 2009 Marketing Campaign**

Weil-McLain is pleased to announce a sneak preview in select markets of its 2009 advertising campaign, :30 television commercials during the November 17, 2008 Cleveland vs. Buffalo and December 15, 2008 Cleveland vs. Philly NFL games on ESPN Monday Night Football, and a :30 second commercial during the Good Housekeeping Holiday Special (specific air dates will be provided by your sales representative).

Running parallel with the television commercials, Weil-McLain is holding the first in a series of regional raffles for a 50' flat screen television. The raffle is exclusively for contractors, and no purchase is necessary. Your sales rep will notify you when the raffle comes to your area.

The upcoming 2009 comprehensive advertising campaign – which will be integrated across television, print and radio media, outdoor advertising, and consumer direct mail - is designed to maintain top-of-mind recall among existing Weil-McLain customers, increase brand awareness among 25-34 year-old homeowners, and create pull-through sales for contractors and our wholesaler partners.

The television and radio commercials were created to allow insertion of contact information, and are available free of charge for contractor's use in local advertising campaigns. Contact your local sales rep or the Marketing department at 219-879-6561 for more information.

This multi-media advertising campaign is just a small part of our ongoing commitment to promote growth with our distribution partners and will be enhanced with:

- Quarterly Wall Calendar promotions with free giveaways in January and June, and gift cards for boiler purchases in September and November
- Customized regional promotions
- School of Better Heating in Michigan City, IN and Eden, NC
- Bi-Monthly Tech Notes Mailers
- Quarterly Homeowner Website Promotions
- Quarterly Homeowner "Refer A Friend" Direct Mail Promotions
- Semi-Annual Spanish-Speaking Homeowner Direct Mail Campaigns
- Spring Builder/Developer Direct Mail Campaigns
- Ongoing Contractor Co-op Program
- Ongoing Contractor Locator Program
- Semi-Annual New Contractor Customer Appreciation Boiler Bucks
- Regional and National Trade Shows

Look for additional details in the upcoming months.

As always, we welcome your feedback on existing programs, and ideas for future promotional opportunities. Please contact me directly at 219-877-0521 with any ideas or recommendations.