

TO: All Weil-McLain Distributors and Agents
FROM: Dan Neumann – Director of Sales and Marketing Support
SUBJECT: “Ultra Trade-Up” Promotion

The new “Ultra Trade-Up” promotion has been designed to assist a contractor with an upsell of a new Weil-McLain Ultra Series 3 boiler when replacing residential models. With this program, for every qualifying Weil-McLain Ultra Series 3 residential product purchased from an authorized Weil-McLain distributor between March 8, 2012 and June 30, 2012, contractors will receive:

☐ 1 \$300 Visa Gift Card

To qualify, contractors will need to:

- (1) Purchase a qualifying Weil-McLain Ultra Series 3 residential boiler, Ultra 80 - Ultra 310, between March 8th and June 30th from an authorized Weil-McLain distributor.
- (2) Complete a redemption form (copies acceptable).
- (3) Send to the Weil-McLain Redemption Center postmarked by July 16, 2012, along with a copy of their invoice as proof of purchase. Redemptions will be processed promptly, usually within 6-8 weeks after receipt of completed forms with invoices attached.
- (4) Once the redemption is approved, Weil-McLain will mail a \$300 Visa Gift Card to the address provided on the redemption form.

Weil-McLain will promote the Program with:

- E-mail to Contractor Lists within all U.S. areas
- Press Releases in the leading trade magazines

To help Weil-McLain Distributors promote this exciting program, we will provide you with:

- Pads of Contractor/Dealer Redemption Forms (copy attached)

To order materials please e-mail: dvassar@weil-mclain.com or kimes@weil-mclain.com