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**TO:** All Field Sales Reps and Agents

**FROM:** April Johnson, Director of Marketing

**SUBJECT:** "The Partner for Points" Contractor Premium Program  
April 1, 2006 through May 31, 2006

Enclosed are copies of the new Partner for Points Premium Program. Thank you and congratulations to John Resso, the winner of the \$50 gift card, for the program name.

**PROGRAM:** Between April 1 and May 31, 2006, your contractors and dealers can earn points redeemable for a variety of premium items, **including a 42-inch Sony LCD television.**

***Plus- there are bonus points for returning the enrollment form on or before April 1, 2006, for submitting invoices for purchased products within 7 days of the invoice date, and for boiler/water heater combined purchases.***

**GUIDELINES:** To participate, contractors/dealers must (1) submit their Enrollment Form, located in the back of the program catalog, on or before May 1, 2006, (2) purchase Weil-McLain designated products between April 1 and May 31, 2006 from an authorized Weil-McLain distributor, (2) complete and return a Point Tracker form along with supporting invoice(s) to accumulate points.

All Enrollment Forms will be processed within 10 business days of receipt. After processing, contractors will receive personalized Point Tracker forms and Redemption forms to claim premiums.

Premium item redemptions will be processed through the Weil-McLain PRO SHOP supplier, St. Andrews Products. Please allow 4-6 weeks for delivery of premium items. Points are not redeemable for cash.

**STATUS UPDATES:** Each Area Office will receive a weekly status report via email detailing the number of contractors enrolled in their area along with the total number of points accumulated. Contractors who provide their email addresses will also receive regular updates advising of their point status.

**PROMOTION:** We will promote the program nationally with full-color trade magazine ads and a mass mailing to contractors/dealers and distributors the week of February 27, 2006.

**There will be a conference call on Monday February 27, 2006 to go over the program in more detail, and answer any questions. An email with the time and call-in number is forthcoming.**