



Marketing Bulletin

BULLETIN NO: MB-0804

DATE: February 8, 2008

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TO: All Weil-McLain Distributors and Agents
FROM: Scott Schreeg and Michael Boyd, Product Managers
SUBJECT: **Introducing the New Furnace, Air Conditioning and Air Handler Product Lines from Weil-McLain!**

Fresh off their unveiling at the AHR Show in New York City, Weil-McLain is now offering furnaces, air conditioners and air handlers. These new products are in stock and available for immediate shipment, and are backed by the same great service and support that has made Weil-McLain the leader in the comfort solutions industry.

The new products include:

- 80% AFUE Multi-Position Gas Furnace (vertical, horizontal and counter flow - all in one model)
- 90% AFUE Dedicated Up-Flow Gas Furnace
- 90% AFUE Horizontal/Counter-Flow Gas Furnace
- 1.5 – 5 Ton 13 SEER Condensers with Coils
- 2 – 5 Ton 14 SEER Condensers with Coils
- Hydronic Heating Air Handlers
- Hydronic Heating and Cooling Air Handlers

We will support the growth and market penetration of the new product lines with national consumer advertising and contractor sales programs, including a kick-off contractor promo of a free flashlight and knife set to all contractors who purchase any new product by Friday, March 14, 2008 (see enclosed postcard which can be photocopied and distributed to your customers).

Early Bird Sweepstakes - Place a stocking order by Friday, March 7, 2008 and your location will automatically be entered to win a catered lunch for thirty (30) people. Five lucky winners will be drawn on Monday, March 10, 2008.

Product specifications are listed on www.weil-mclain.com/products/professionals. Price schedules in pdf and excel formats are available in the Distributors Only section of the Weil-McLain website, or contact your local Weil-McLain sales office.

Enclosures:

- (1) 13 SEER A/C Flyer (C-1101)
- (1) 14 SEER A/C Flyer (C-1102)
- (1) 80% AFUE Gas Furnace Flyer (C-1103)
- (1) 90% AFUE Gas Furnace Flyer (C-1104)
- (1) Hydronic Air Handler Flyer (C-1105)
- (1) Contractor Promo Announcement
- (1) W-M Literature Order Form (02/08)
- (1) FAQ Sheet