

TO: All Weil-McLain Distributors and Agents
FROM: Dan Vassar, Marketing Manager
SUBJECT: ***Contractor / Dealer Boot Promotion***
Starts August 25th through October 3rd 2008

Weil-McLain has "Boots Made for Working" for its' fall incentive program for contractors and dealers only. With this program, for every Weil-McLain product purchased from an authorized Weil-McLain distributor between August 25th and October 3rd, contractors and dealers can receive a:

- ☒ **FREE Pair of Deluxe Mid-Cut Hiking Boots**
Suede leather, nylon trim with PK Mesh lining



Boots are back!

All contractors need to do is (1) purchase a Weil-McLain product between August 25th and October 3rd from an authorized Weil-McLain distributor, (2) complete a redemption form (copies acceptable) for each product purchased and (3) send to the Weil-McLain Redemption Center postmarked by October 31, 2008, along with a copy of their invoice as proof of purchase. Redemptions will be processed promptly, usually within 2-3 weeks after receipt of completed forms with invoices attached, through our Weil-McLain PRO SHOP supplier, St. Andrews Products in Michigan City, Indiana.

We will promote the "Boot Program" nationally with:

- Press Releases in the leading trade magazines
- Full color magazine ads in August & September issues (copy attached)
- Mailing to 10,000+ contractors/dealers (4-page mailer enclosed)
(scheduled to be mailed on August 18, 2008)

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

- 18" x 24" Wall Posters (similar to the trade ad)
- Bill Stuffers with imprint space (copy attached)
- Pads of Contractor/Dealer Redemption Forms (copy attached)

For additional materials please e-mail: dvassar@weil-mclain.com or tfry@weil-mclain.com

This program is a contractors/dealers ONLY program. Employees of W-M, its distributors or agents are not eligible for this program. If a distributor would like to purchase boot samples, please contact Rob McFarland (Ext. 537) or Cathy Harder (Ext. 507) at St. Andrews Products at 1-800-HEAT-PRO (432-8776) or fax at 219-879-1570. Cost per pair is \$45.00 and supplies for sale are limited. Review the attached materials, and if you have any questions, contact your Weil-McLain representative.

Attachments: W-M "Made for Working" Magazine Ad
W-M Boot Promo Bill Stuffer

W-M Boot Promo National Contractor/Dealer Mailer
W-M Boot Promo Redemption Form