



Marketing Bulletin

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ULTRA EFFICIENT

TO: All Weil-McLain Distributors and Agents
FROM: Tony Curran, V.P. of Sales
SUBJECT: New Ultra Gas Models 299 and 399

Weil-McLain is proud to introduce two new models in the Ultra Gas Series 3 product family –
Ultra 299 and Ultra 399.

The new Ultra 299, formerly model 310, has been re-rated to allow end-users to take advantage of the \$1,500 federal tax credit, as well as state and utility rebates available for residential high efficiency products.

The new Ultra 399 is the first introduction of our new line of semi-commercial high efficiency gas boilers. It comes standard with outdoor reset, domestic hot water priority, and the U-Control for easy set-up and maintenance.

The New Ultra 299 and Ultra 399 will begin shipping October 1, 2009.

We have also implemented combustion enhancements to our existing Ultra Gas product family-taking them from high efficient, to an “**Ultra Efficient**” 95% AFUE rating for all products.*

New part numbers and trade pricing for the new Ultra Gas product family are:

Model	Part Number	AFUE Rating	Trade Pricing
Ultra 80 (<i>Natural Gas</i>)	383-500-700	95.2%	\$4,077
Ultra 80 (<i>Propane Gas</i>)	383-500-701	95.2%	\$4,077
Ultra 105	383-500-702	95.3%	\$4,518
Ultra 155	383-500-703	95.6%	\$5,068
Ultra 230	383-500-704	95.4%	\$5,733
Ultra 299	383-500-705	96.4%	\$7,939
Ultra 399	383-500-706	91.7%**	\$8,955

*AFUE ratings standard is only for units under 300 MBH input

**Combustion efficiency

Please update your ordering system with the new part numbers. **All orders received after September 16, 2009 will be filled with the new models.**

Our national media blitz, including a direct mail campaign to contractors, will begin November 30, 2009. New product literature is now available through our literature department.

Please contact your Weil-McLain sales representative for more information.

Enclosures:

- (1) Ultra Series 3 – Eight Page Brochure (C-1113)
- (1) Ultra Series 3 – One Page Sales Flyer (C-1112)
- (1) Ultra Quick Start Guide (C-1120)

**STAY TUNED...
LARGER ULTRA SIZES COMING SOON !!**