

TO: All Weil-McLain Distributors and Agents
FROM: Dan Neumann – Director of Sales and Marketing Support
SUBJECT: “Buy 5 Weil-McLain Boilers Get 1 Free” Promotion

Weil-McLain’s “Buy 5 get 1 Free” incentive program is designed to assist sales to your contractor base. With this program, for every 5 qualifying Weil-McLain products purchased from an authorized Weil-McLain distributor between March 15, 2012 and May 15, 2012, contractors will receive:

☐ Voucher for 1 Boiler, free of charge from the following List:

Model	Description	Part#
CGa	CGa-4-SPDN w/Taco	381-357-337
GV90+	GV90+3 Boiler	382-200-600
WGO	WGO-3 Boiler S3 w/Taco	386-700-828*
WTGO	WTGO-3 Boiler S3 w/Taco	386-700-832*

*WGO, and WTGO Models to be supplied with Oil Burner: Beckett Model 386-700-396, Riello Model 521-107-520, or Carlin Model 386-700-428

To qualify, contractors will need to: (1) Purchase 5 qualifying Weil-McLain products (**any Weil-McLain Gas or Oil Fired Residential Boiler Model**) between March 15th and May 15th from an authorized Weil-McLain distributor.

(2) Complete a redemption form (copies acceptable).

(3) Send to the Weil-McLain Redemption Center postmarked by May 30, 2012, along with copies of their invoices as proof of purchase. Redemptions will be processed promptly, usually within 4-6 weeks after receipt of completed forms with invoices attached.

(4) Once the redemption is approved, Weil-McLain will mail a voucher to the contractor. The Contractor will then use the voucher to purchase one of the qualifying free boilers from an Authorized and participating Weil-McLain Distributor.

(5) The Authorized and participating Weil-McLain Distributor will return the voucher to Weil-McLain for a credit for the purchased price amount of the boiler issued (documentation required), plus an additional \$25 administration and handling credit.

We 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