

TO: All Weil-McLain Distributors and Agents
FROM: Dan Neumann – Director of Sales and Marketing Support
SUBJECT: “Weil-McLain Introduces Ultra Oil/Gold Oil and Aqua Plus Tank Homeowner Promo”

\$200 Visa Gift Card Promo for Homeowners

Weil-McLain is introducing a new promotion to help generate sales of Weil-McLain Ultra Oil Boilers, Gold Oil Boilers and Aqua Plus Water Heaters. The new “Visa Gift Card” promotion has been designed to encourage homeowners to select Weil-McLain oil boilers and aqua plus indirect-fired water heaters for their comfort needs. With this program, for every qualifying Weil-McLain Ultra Oil or Gold Oil Boiler purchased between September 10, 2012 and November 7, 2012, homeowners will receive:

☐ 1 \$150 Visa Gift Card

In addition, for every Aqua Plus Indirect-Fired Water Heater purchased between September 10, 2012 and November 7, 2012, homeowners will receive:

☐ 1 \$50 Visa Gift Card

To qualify, homeowners will need to:

- (1) Purchase a qualifying Weil-McLain Ultra Oil/Gold Oil or Aqua Plus Indirect-Fired Water Heater, between September 10, 2012 and November 7, 2012.
- (2) Complete a redemption form (copies acceptable).
- (3) Send to the Weil-McLain Redemption Center postmarked by December 5, 2012, along with a copy of their invoice as proof of purchase. Redemptions will be processed promptly, usually within 8-10 weeks after receipt of completed forms with invoices attached.
- (4) Once the redemption is approved, Weil-McLain will mail a Visa Gift Card to the address provided on the redemption form.

* This offer is not to be combined with any other promotional offers.

Weil-McLain will promote the Program with:

- E-mail to Contractor Lists within all U.S. areas
- Press Releases in the leading trade magazines

To assist Weil-McLain Distributors and Contractors in promoting this exciting program, we will provide you with:

- Visa Gift Card Brochures with attached redemption forms

To order materials please e-mail: dvassar@weil-mclain.com