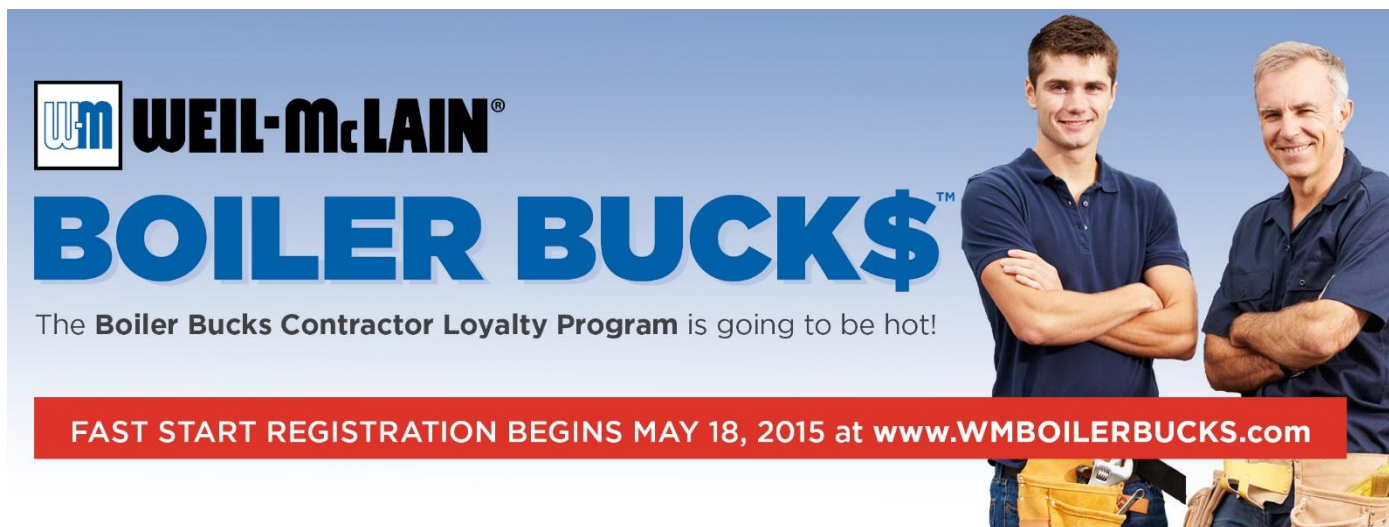


TO: Business Owners/Operators and Contractors
FROM: Laura Blanpied – Marketing Generalist
SUBJECT: Weil-McLain Brings the Heat!

The graphic features the Weil-McLain logo on the left. To its right, the text "BOILER BUCKS™" is written in large, bold, blue letters. Below this, a line of text reads "The Boiler Bucks Contractor Loyalty Program is going to be hot!". At the bottom of the graphic, a red banner contains the text "FAST START REGISTRATION BEGINS MAY 18, 2015 at www.WMBOILERBUCKS.com". On the right side of the graphic, two men are shown from the waist up, wearing blue polo shirts and tool belts, standing with their arms crossed against a light blue background.

WEIL-McLAIN®
BOILER BUCKS™
The **Boiler Bucks Contractor Loyalty Program** is going to be hot!
FAST START REGISTRATION BEGINS MAY 18, 2015 at www.WMBOILERBUCKS.com

We are pleased to announce the launch for the Contractor Loyalty Program and **it's about to get hot!** Registration for the Contractor Loyalty Program known as "**Boiler Bucks™**" will begin soon and we invite you to sign up starting on May 18, 2015.

Great for you – great for us!

Contractors are incredibly important when it comes to brand awareness and recommending quality products to clients. To show our appreciation for your continued business and recommendations in the field, Weil-McLain wants to return the favor with various rewards including gift cards, training sessions, and more.

We look forward to strengthening our business partnership with you and showing you all that Weil-McLain has to offer! Stay tuned for more information in the following weeks! Please let us know if you have any questions or comments.

Best regards,

Laura Blanpied
Marketing Generalist