

# 2012 National Consumer Promotion

Installation on Us – Focused on Competitive Differentiation



**Promotional Offer:** Single unit consumer rebate up to \$1000 on select products

**Execution:** Consumer mail-in rebate

**Duration:** January 1, 2012 thru June 30, 2012

**Qualified Products:** All products sold \$999 and above (changed from \$599 in 2011)

**Program Layering:** The 2012 Installation on Us program can be layered on top of the 2012 Fire & Ice and 2012 Your Purchase Your Reward consumer programs

Note: no installation on “free” product

*Installation on Us is Intended to Deliver Consistency and a Competitive Advantage*

