

2012 National Consumer Promotion

Fire & Ice – Replacement Focused Consumer Incentive



Promotional Offer: Single unit consumer rebate up to \$500 on select products

Execution: Consumer mail-in rebate

Duration: January 1, 2012 thru March 31, 2012

Qualified Products:

- MHC – \$100
- Slide-in Range – \$200
- Free Standing Refrigeration – \$200

Program Layering: The 2012 Installation on Us program can be layered on top of the 2012 Fire & Ice consumer program

Fire & Ice is Intended to Deliver a Consistent and Compelling Single Unit Rebate

