

2012 National Consumer Promotion

Your Purchase Your Reward – Built-in Focused Consumer Incentive

Receive
Free
appliances valued at up to \$4,098
with purchase of select products*

**YOUR PURCHASE
YOUR REWARD**

BUY + **RECEIVE** **FREE***
A Select Wall Oven A Select Cooktop A Select TriFecta™ Dishwasher

OR BUY **RECEIVE** **FREE***
A Select Pro-Style® Range A Select TriFecta™ Dishwasher

ADD ON **RECEIVE** **FREE***
A Select Built-In Refrigerator A Select Ventilation System

Promotional Offer:

- Free dishwasher with qualified product purchase
- Free ventilation or undercounter (wine cellar, undercounter refrigerator, beverage center, ice maker) product with built-in refrigeration purchase

Execution: Free at time of consumer invoice

- Trade customer will receive a trailing credit based on proof of consumer invoice

Duration: January 1, 2012 thru June 30, 2012

Qualified Products:

- Built-in ovens/combos
- Cooktops
- Pro-ranges
- Built-in refrigeration

Program Layering: The 2012 Installation on Us program can be layered on top of the 2012 Your Purchase Your Reward Program

Your Purchase Your Reward is Intended to Deliver a Consistent and Competitive Built-in Purchase Incentive