



Smart Solutions For Home Care Challenges

Dear Whirlpool Dealer,

Earlier this year we sent you a letter introducing our new line of Whirlpool™ Home Care Products. Our products are "Smart Solutions to Home Care Challenges"! They provide an opportunity for you to further grow your business, drive store traffic, and take advantage of growing the demand for these outstanding products.

As part of our launch, we distributed samples of our Whirlpool™ Aleze™ Premium Laundry Detergent to over 5,000 doctors across Canada. The Whirlpool™ Aleze™ Premium Laundry Detergent, like the Whirlpool™ Aleze™ Allergen Neutralizing Spray substantially reduces common allergen irritants created by dust mites, dogs and cats. Each doctor received 8 samples so we estimate that 40,000 consumers will have the opportunity to sample the detergent and take advantage of a coupon worth \$3.00 off any Whirlpool™ Home Care Product.

Please accept these \$3.00 coupons from customers and watch for a new series of \$2.00 coupons in future promotions. Whirlpool Canada will reimburse the face value of the coupons providing you accept them from your customers on purchases of any of the Home Care Products.

Mail your coupons to:

Attention Home Care Products

Whirlpool Canada Inc. 1901 Minnesota Court, Mississauga, ON L5N 3A7

If you do not currently stock the new line of Whirlpool™ Home Care Products, or if you require additional stock, call us today to order at 1-800-807-6777, visit www.whirlpoolparts.ca to order online, or contact your territory sales manager.

*Be sure to take advantage of this exciting opportunity today
and provide your customers with "Smart Solutions for Home Care Challenges"!*

Marketing Manager, Consumer and Appliance Care
Whirlpool Canada Inc.



Smart Solutions
for Home Care Challenges

\$3.00 off

This coupon entitles you to **\$3.00 off** your next purchase of any Whirlpool™ Home Care Product.

Products available online at www.whirlpoolparts.ca or by calling 1-800-807-6777. Also available at Participating Retailers.

Limit one per customer. Not valid with any other offer. Valid only in Canada. Offer expires Dec. 31, 2004.

To the dealer: Whirlpool Canada Inc. will reimburse the face value of the coupon providing you accept it from your customer on purchase of the item specified. Other applications constitute fraud. Failure to send in, on request, evidence that sufficient stock was purchased in previous 90 days to cover coupons presented will void coupons. Coupons submitted become the property of Whirlpool Canada Inc. Reimbursement will be made only to dealers who redeemed coupon. A reduction in any applicable taxes is included in coupon face value.

For redemption mail to: Attention: Home Care Products
Whirlpool Canada Inc.
1901 Minnesota Court
Mississauga, ON L5N 3A7

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WHIRLPOOL™ Home Care Products