

SWAP & SAVE

AN ENERGY CONSERVATION/ EARTH MONTH
EARLY APPLIANCE RETIREMENT PROGRAM

DEVELOPED IN PARTNERSHIP WITH



RICHARD WEINBERG, VICE PRESIDENT OF MERCHANDISING
APPLIANCE DIVISION
NATIONWIDE MARKETING GROUP
SEPTEMBER 2009

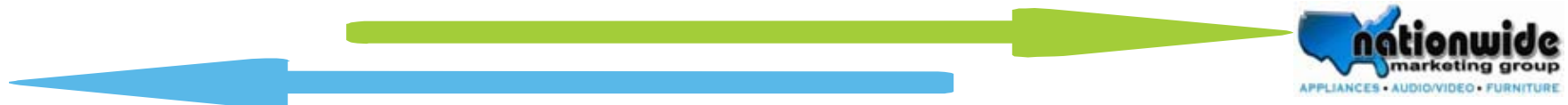




SWAP & SAVE PROGRAM

⊙ Goals

- ⊙ Focus consumer attention on Frigidaire's newest ENERGY STAR® Qualified washers, dishwashers, refrigerators and freezers
- ⊙ Establish Participating Dealers as the Frigidaire "ENERGY STAR's® in their market"
- ⊙ Drive Early Retirement through consumer awareness of the cost of running older inefficient appliances versus new Frigidaire ENERGY STAR® Qualified models
- ⊙ Increase Frigidaire ENERGY STAR® appliance sales as a % of mix
- ⊙ Recycle it – get old appliances off the grid





SWAP & SAVE PROGRAM

- ◎ Launch April 1, 2009 with key independent retailers including 3 Members of Nationwide Marketing Group
 - ◎ Educate consumers on how ENERGY STAR® Qualified appliances can save energy, money and the environment
 - ◎ Develop targeted energy savings tools (calculators) with D.O.E. and ENERGY STAR® national team
 - ◎ Develop web, in-store point of purchase, print and electronic media tools
 - ◎ Aggregate local utility (EEPS), manufacturer and retailer exclusive consumer offers
- ◎ NMG April Program Participants
 - ◎ Karl's Appliance – New Jersey
 - ◎ Warners' Stellan– Minnesota
 - ◎ Western Appliance – Northern California

swap AND
save™

POINT OF PURCHASE FRIGIDAIRE

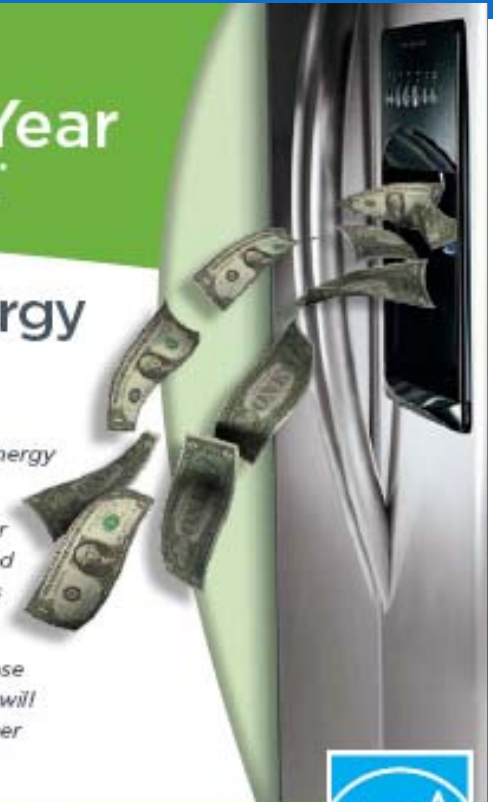
swap AND
save as Much as **\$300** per Year
by replacing your old refrigerator with a Frigidaire® ENERGY STAR model.*

Swap Out Old Appliances to Save Cash & Energy
Every Day... Every Month... Every Year

Year Purchased	18' Cu.Ft. Top Mount	21' Cu.Ft. Top Mount	23' Cu.Ft. Side-by-Side	26' Cu.Ft. Side-by-Side
Before 1980	\$179	\$193	\$257	\$300
1980-1989	\$130	\$140	\$187	\$219
1990-1992	\$89	\$96	\$128	\$151
1993-2000	\$45	\$49	\$63	\$71
2001-2006	\$14	\$14	\$19	\$21

*Based on replacing your current 26" side-by-side refrigerator (purchased before 1980) with a new Frigidaire ENERGY STAR certified model (Electric, Refrigerator Only).

- This refrigerator uses less energy than a 60 watt light bulb
- This Energy Star refrigerator uses improved insulation and high efficiency compressors
- Today's refrigerators use roughly ½ the energy of those from 20 years ago and will keep your food fresher longer



Frigidaire





RETAIL FOCUSED MATERIALS

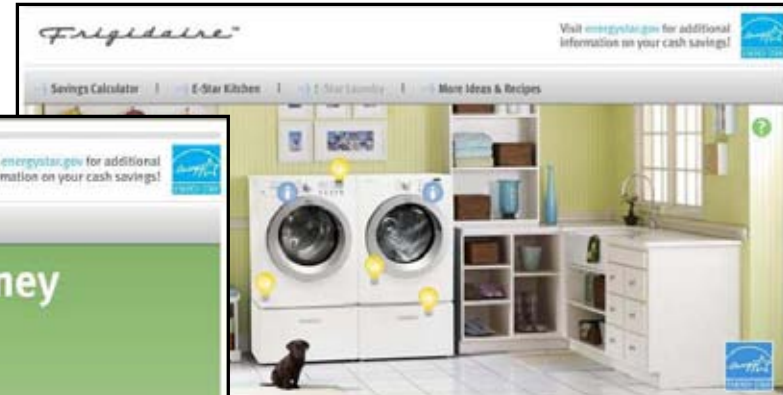
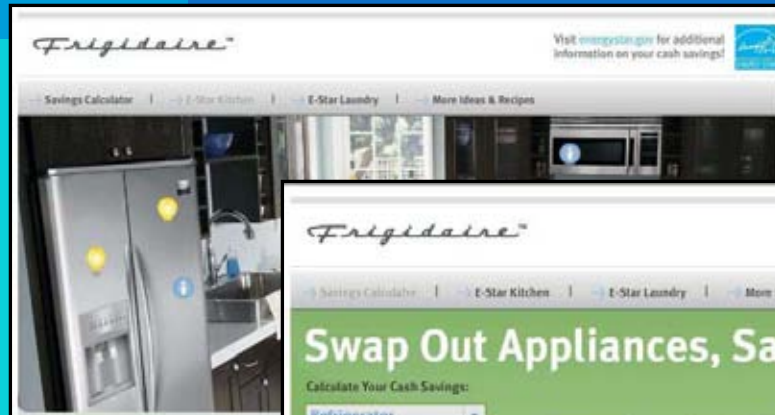


- ⊙ Point of Purchase
- ⊙ Website
frigidaireenergysavings.com
- ⊙ Pocket guides
- ⊙ Reusable bag promotions
- ⊙ Nationwide Dealer website support
- ⊙ Nationwide advertising support

swap AND
save™

SWAP & SAVE PROMOTIONS

WWW.FRIGIDAIREENERGYSAVINGS.COM



Swap Out Appliances, Save Money

Calculate Your Cash Savings:

Refrigerator
Side-By-Side
24.5+ Cubic Feet
Before 1980

\$0300 Annual Savings*
\$0000 Lifetime Savings

Annual Savings realized by replacing your current appliance with a new Frigidaire Energy Star model =

Calculate

*Savings are based on the national average for electric rates (4.5¢ per kilowatt hour).
**Based on the national average of \$1.00 per gallon of gas.

Check out our full line of ENERGY STAR appliances:

Click on dishwasher, refrigerator, laundry and freezer images to learn more

Dishwashers Refrigerators Front Load Laundry Freezers

Make a **COOL CHANGE.** Recycle Your Old Fridge.
Make a **CLEAN CHANGE.** Recycle Your Old Washer.

line of ENERGY STAR appliances:

Refrigerators Front Load Laundry Freezers

Click to find out how!

Make a **CLEAN CHANGE.** Recycle Your Old Washer.

Help saving energy and throughout the house.

Keep It Closed
Turn It Up
Turn It Down

Recipes that can be made ahead and frozen to save you time and money.

Cream Cheese Coconut Neapolitan Ice Cream Cake
Garlic Lime Chicken

Check out our full line of ENERGY STAR appliances:

Click on dishwashers, refrigerator, laundry and freezer images to learn more

Dishwashers Refrigerators Front Load Laundry Freezers

Make a **COOL CHANGE.** Recycle Your Old Fridge.
Make a **CLEAN CHANGE.** Recycle Your Old Washer.

swap AND save

Click to find out how!

swap AND save™


SWAP & SAVE PROMOTIONS KARL'S

swap AND save as much as **\$465** by using a new Frigidaire® ENERGY STAR dishwasher vs handwashing.

- Save nearly 10 days of your time each year - Stop scrubbing, just let it go!
- Save more time. Frigidaire dishwashers take up to 10 min per load.
- Reduced water - Energy Star dishwashers use 30% less water than 10 year old models.

Save 55,000 Gallons of water*

**Based on 10 year old vs new dishwasher. In homes equipped with energy saving faucets, showers & toilets.*



KARL'S APPLIANCE **1-877-MY-KARLS**

Delivery is available throughout New Jersey & the greater New York metro area. Click now to place an order.

Click on the location nearest you for store hours, maps & directions. Frigidaire, Whirlpool, Kenmore, Maytag, LG, Samsung, Bosch, GE, and more.

Karl's Appliance - Experience is the difference!

Since 1943, Karl's has offered for more than just the widest selection of the most requested appliances available, we've also provided an unparalleled level of knowledge and professional guidance to help you simply choose the right appliance for you.

Karl's will take the time to listen to you, explain our options, and help you decide which items best fit your specific appliance needs, and budget. A great many of our clients have remarked that we were instrumental in introducing them to solutions without they didn't even know were a possibility.

The specialists at Karl's are here to help you choose the right solution. We always recommend a simple approach.



KARL'S APPLIANCE Call (877) MY-KARLS

swap AND save Swap Out Old Appliances to Save Cash & Energy

Karl's Appliance and Frigidaire have teamed up to create a special program that will allow you to swap out your old appliance for a new one and receive a cash rebate. This program is available on all major appliances including refrigerators, freezers, and washers. The rebate is based on the energy efficiency of the new appliance compared to the old one. The more energy efficient the new appliance, the higher the rebate. This program is a great way to save money and reduce your carbon footprint. To learn more, visit www.karlsappliance.com/swap.

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KARL'S APPLIANCE **swap AND save** Swap Out Old Appliances to Save Cash & Energy

HOT DEALS! on the Coolest Appliances

SAVE \$525! **\$674** **\$999** **\$549** **\$1673** **\$800 PACKAGE REBATE!**

SAVE \$300! **\$499** **\$998** **\$499**

7 NEW JERSEY LOCATIONS FAIRFIELD, MADISON, ORANGE, PERTH AMBOY, SPARTA, BELLEVILLE, MONTCLAIR

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KARL'S APPLIANCE **swap AND save** Swap Out Old Appliances to Save Cash & Energy

SAVE \$149 **\$300** **\$499** **\$1348** **\$849** **\$799** **\$399** **\$599** **\$1299**

ONE TWO FREE EVENT **\$4,077.00**

swap AND save Swap Out Old Appliances to Save Cash & Energy

Karl's Appliance and Frigidaire have teamed up to create a special program that will allow you to swap out your old appliance for a new one and receive a cash rebate. This program is available on all major appliances including refrigerators, freezers, and washers. The rebate is based on the energy efficiency of the new appliance compared to the old one. The more energy efficient the new appliance, the higher the rebate. This program is a great way to save money and reduce your carbon footprint. To learn more, visit www.karlsappliance.com/swap.





SWAP & SAVE PROMOTIONS WESTERN

swap AND save as Much as **\$300** per Year
by replacing your old refrigerator with a Frigidaire® ENERGY STAR model.*

Swap Out Old Appliances to Save Cash & Energy

Year Purchased
Before 1980
1980-1989
1990-1992
1993-2000

swap AND save as much as **\$465** by using
a new Frigidaire® ENERGY STAR dishwasher vs handwashing.*

* Save nearly 10 days of your time each year - Stop scrubbing, just load and go

swap AND save as Much as **\$192** per Year
by replacing your old freezer with a Frigidaire® ENERGY STAR model.*

Swap Out Old Appliances to Save
Every Day... Every Month... Every Year

Original Purchase Year	14" CUIS. Upright	17" CUIS. Upright	20" CUIS. Upright
Before 1980	\$222	\$246	\$259
1980-1989	\$175	\$193	\$202
1990-1992	\$105	\$115	\$120
1993-2000	\$51	\$58	\$62
2001-2006	\$23	\$26	\$27

swap AND save as much as **\$149 Per Year**
by replacing your old top-load washer with
a new Frigidaire® ENERGY STAR front-load model.*

- * Clothes last longer in a front-load washer vs. a conventional top loader
- * Your clothes will be whiter in this front-load washer vs. a conventional top loader
- * Your drying time & your wash time in this front-load washer

Save 18 Gallons of Water per Cycle



Our Front-load washers fit into
the same space as top-loaders.

*Based on water & energy savings achieved by replacing top-load washer with front-load washer. (Source: DOE, 1993, DOE, 1994, DOE, 1995, DOE, 1996)



Swap Out
Appliances...
Save Money



Online Guide
Energy Savings Calculator

- Calculate savings based on your state's electricity prices.
1. Go to www.energyguide.com
 2. Click on Appliances under the Product section
 3. Scroll down to the bottom of the page & reference the right-hand margin
 4. Click on Free to Replace your old refrigerator
 5. Find Cost under the Other model specifications not specified as ENERGY STAR model
 6. Plug in your electric rate & address information

Find rebates & special offers in your local area:

1. Go to www.energyguide.com
2. Click on Rebates under the Product section
3. Enter Zip Code
4. Check products that you are looking for

Visit and learn about Energy Conservation at www.frigidaireenergyguide.com

SWAP & SAVE PROMOTIONS WESTERN

A Refrigerator
That Works To
Save You Money

Look inside.



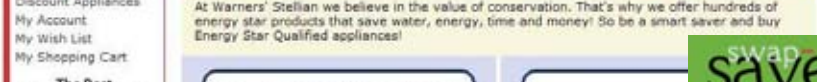
A Front-Load Washer
That Works to
Save You Money

Look inside.





SWAP & SAVE PROMOTIONS WARNERS' STELLIAN



Buy Green, Save Green

At Warners' Stellian we believe in the value of conservation. That's why we offer hundreds of energy star products that save water, energy, time and money! So be a smart saver and buy Energy Star Qualified appliances!



SHOP E-STAR APPLIANCES >>



MINNESOTA GREEN



swap AND save as Much as **\$300** per Year
by replacing your old refrigerator with a Frigidaire® ENERGY STAR model.™

Swap Out Old Appliances to Save Cash & Energy
Every Day... Every Month... Every Year

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Before 1980	\$179	\$193	\$257	\$300
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1993-2000	\$45	\$49	\$63	\$71
2001-2006	\$14	\$14	\$19	\$21

- This refrigerator uses less energy than a 60 watt light bulb.
- This Energy Star refrigerator uses improved insulation and high efficiency compressors.
- Today's refrigerators use roughly 1/3 the energy of those from 20 years ago and will keep your food fresher longer!

Frigidaire

ENERGY STAR/ EARTH MONTH NATIONWIDE

WHY SHOP HERE?

LOW PRICES!

GREAT SELECTION!

EXPERT ADVICE!

11 MONTHS OF BUYING POWER

2009 AWARD WINNER

ENERGY STAR

Stylish
SUMMER SAVINGS!

UP TO

\$300

Mail-In Rebate*

with the purchase of a qualifying Amana® appliance package.
April 1 through May 31, 2009.

Amana® 19 CU. FT. BOTTOM FREEZER REFRIGERATOR with Garden Fresh® Zipper Drawers, SoftGlide™ Glass Package & Temp Assure™ Freshness Controls. **#AD597121EW**

\$899

Amana® 25 CU. FT. SIDE-BY-SIDE REFRIGERATOR with Silver Canyon® Dispenser in the door, 3 Adjustable SoftGlide™ Glass Drawers. **#AD522442EW**

\$1399

Amana® 35 CU. FT. FRENCH DOOR REFRIGERATOR with Electronic Temp Assure™ Freshness Control, Temperature Controlled Family™ Drawer & Four 18" Wide Adjustable SoftGlide™ Glass Drawers. **#AD723341EW**

\$1999

Amana® 4-PIECE STAINLESS STEEL APPLIANCE PACKAGE!

Amana® 1.6 CU. FT. SIDE-BY-SIDE REFRIGERATOR with Silver Canyon® Dispenser in the door, 3 Adjustable SoftGlide™ Glass Drawers. **#AD522442EW**

Amana® 24" BUILT-IN DISHWASHER with Multi-Stage Wash System and 3rd Rack. **#AD511402EW**

Amana® 27" BUILT-IN OVEN COMBINATION with 10 Power Elements, 2 Program Cooking, Bake and Convection Cooking Power. **#AD511402EW**

Amana® 24" BUILT-IN OVEN COMBINATION with 10 Power Elements, 2 Program Cooking, Bake and Convection Cooking Power. **#AD511402EW**

All 4 Pieces: \$2549 + \$300 Mail-In Rebate*

Amana® 24" BUILT-IN DISHWASHER with Multi-Stage Wash System and 3rd Rack. **#AD511402EW**

\$399

Amana® 27" BUILT-IN OVEN COMBINATION with 10 Power Elements, 2 Program Cooking, Bake and Convection Cooking Power. **#AD511402EW**

\$349

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\$349

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\$399

Amana® 27" BUILT-IN OVEN COMBINATION with 10 Power Elements, 2 Program Cooking, Bake and Convection Cooking Power. **#AD511402EW**

\$349



1999

18" 2-Door Refrigerator with Glass Doors

18" 2-Door Refrigerator with Glass Doors

18" 2-Door Refrigerator with Glass Doors



1999

18" Electric Range

18" Electric Range

18" Electric Range



699

18" Front-Loading Washer

18" Front-Loading Washer

18" Front-Loading Washer



699

18" Front-Loading Dryer

18" Front-Loading Dryer

18" Front-Loading Dryer



219

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set



699

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set



699

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set



549

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set

18" Front-Loading Washer & Dryer Set

STAINLESS STEEL

\$35

PER DAY
PER DAY
PER DAY

100% FINANCING
NO CREDIT CHECK
NO DOWN PAY
NO PREPAYMENT
NO SWEETENERS
NO SWEETENERS
NO SWEETENERS

REFRIGERATOR

\$50

PER DAY
PER DAY
PER DAY

100% FINANCING
NO CREDIT CHECK
NO DOWN PAY
NO PREPAYMENT
NO SWEETENERS
NO SWEETENERS
NO SWEETENERS

100% FINANCING
NO CREDIT CHECK
NO DOWN PAY
NO PREPAYMENT
NO SWEETENERS
NO SWEETENERS
NO SWEETENERS

Smart Savvy

100% FINANCING
NO CREDIT CHECK
NO DOWN PAY
NO PREPAYMENT
NO SWEETENERS
NO SWEETENERS
NO SWEETENERS

WHY SHOP HERE?

LOW PRICED
EASY TO BUY
EASY TO BUY
EASY TO BUY

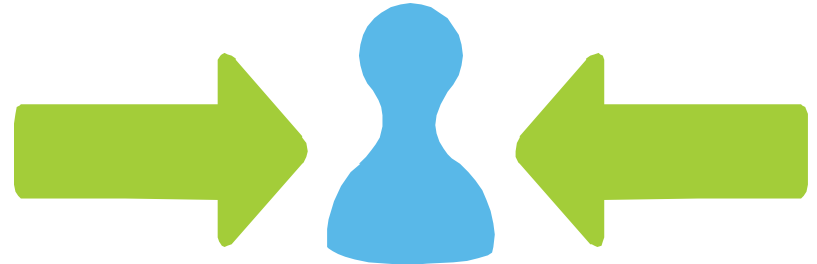


SWAP & SAVE PROGRAM

⦿ Replacement Market

- ⦿ Highly Competitive

- ⦿ The Right Offers, On The Right Products, At The Right Time



⦿ Total Promotional Package Solution

- ⦿ On-going Sales Team Training To Assure Consumer Education

- ⦿ Web, Point Of Purchase, Print, Electronic Media Support

- ⦿ Compelling Consumer Offers On Energy Star Qualified Products

- ⦿ Turnkey Solutions For Recycling Services





QUESTIONS?

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