

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

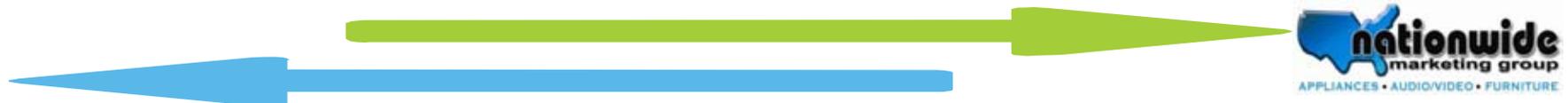




SWAP & SAVE PROGRAM

⦿ 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

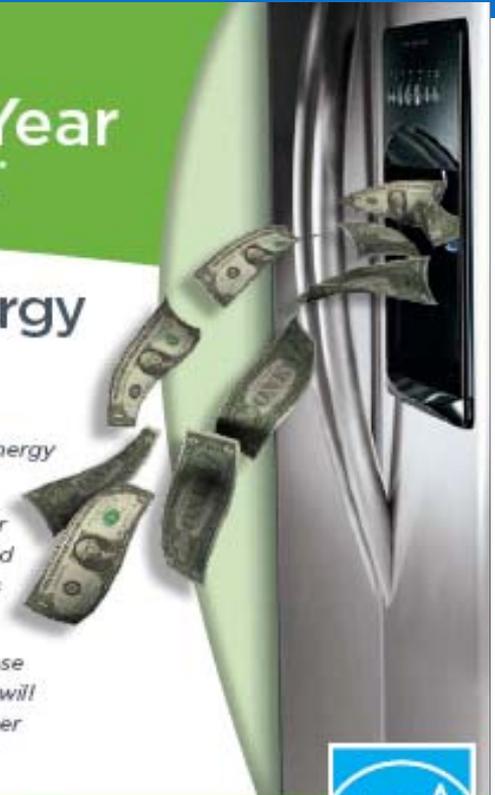
swap AND
save as Much as **\$300** per Year
by replacing your old refrigerator with a Frigidaire® ENERGY STAR model.*

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. (Energy Note: \$300/Year)

- 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 1/2 the energy of those from 20 years ago and will keep your food fresher longer



Frigidaire





RETAIL FOCUSED MATERIALS

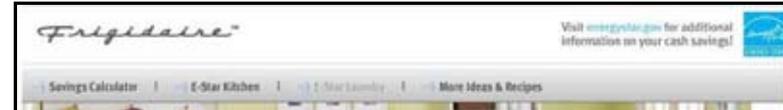
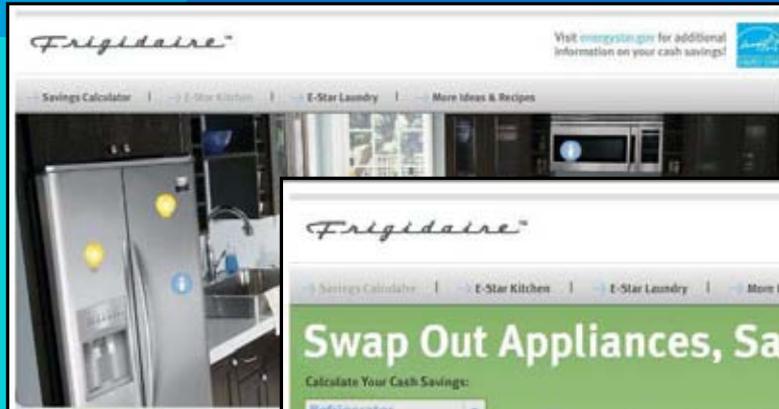


- ⊙ Point of Purchase
- ⊙ Website
frigidaireenergysavings.com
- ⊙ Pocket guides
- ⊙ Reusable bag promotions
- ⊙ Nationwide Dealer website support
- ⊙ Nationwide advertising support

swap AND
save™

SWAP & SAVE PROMOTIONS

WWW.FRIGIDAIREENERGYSAVINGS.COM



Swap Out Appliances, Save Money

Calculate Your Cash Savings:

Refrigerator: Annual Savings*: **\$0300** Lifetime Savings: **\$0000**

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

Year: **Calculate**

Save Millions Together
See how much Americans are saving on their water & electric bills with new Frigidaire ENERGY STAR® Appliances

Check out our full line of ENERGY STAR appliances:

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

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

Check out our full line of ENERGY STAR appliances:

Refrigerators Front Load Laundry Freezers

swap AND save
Click to find out how!

Make a CLEAN CHANGE. Recycle Your Old Washer.

Save energy and water throughout the house:

Keep It Closed
Turn It Up
Cool 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

Click Appliances to Find Out How Save Money by Switching to Frigidaire Energy Star Model Appliances

swap AND save

OPEN FULLSCREEN OPEN IN THIS WINDOW

Check out our full line of ENERGY STAR appliances:

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

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 to get it clean
 • Save more time. Frigidaire's ENERGY STAR dishwasher will get it clean faster.
 • Reduced water. Energy Star dishwashers use 20% less water to get you clean.

Save 55,000 Gallons of water*

*Based on 21,000 cycles over 10 years

KARL'S APPLIANCE 1-877-MY-KARLS

Delivery is available throughout New Jersey & the greater New York metro area.

Click on the location nearest you for more hours, maps & directions.
 Franchise • Wholesale • Retail • Delivery • Financing • Service

Karl's Appliance - Experience is the difference!

Since 1943, Karl's has offered the most honest and fair prices on the most reliable appliances available. We'll also provide an unparalleled level of knowledge and professional guidance to help you simply choose the best appliance for you.

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



KARL'S APPLIANCE Call (877) MY-KARLS

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

Swap Out Old Appliances to Save Cash & Energy

Start Shopping! (Call today! Specialists of KarlsAppliance.com, with one of our experts @ Locations, or call 877 MY-KARLS to speak with our expert!

KARL'S APPLIANCE ALL STORES JOIN THE CELEBRATION

HOT DEALS!

on the Coolest Appliances

SAVE AN ADDITIONAL \$400 on the Best of the Best!

SAVE \$525! **SAVE \$150!**

SAVE \$674 **SAVE \$549**

SAVE \$1673 **SAVE \$800 PACKAGE REBATE!**

KARL'S APPLIANCE swap AND save

Swap Out Old Appliances to Save Cash & Energy

SAVE \$149 **SAVE \$300!** **SAVE \$200!** **SAVE \$500!** **SAVE \$499** **SAVE \$998** **SAVE \$499**

7 NEW JERSEY LOCATIONS
 FAIRFIELD 16 Pleasant Ave. • 973.327.1777
 MADISON 400 Route 208 West St. • 973.442.2777
 ORANGE In the heart of W. Orange 587 Main St. • 973.356.5533

PERTH AMBOY 104 South St. • 732.866.1212
SPARTA 100 South St. • 908.885.1111
BELLEVILLE 111 Washington Ave. • 973.756.0100
MONTCLAIR 529 Bloomfield Ave. • 973.744.2447

KARL'S APPLIANCE swap AND save

Swap Out Old Appliances to Save Cash & Energy

SAVE \$149 **SAVE \$300!** **SAVE \$499** **SAVE \$1348** **SAVE \$99**

FREE COVER **\$399** **\$599** **\$1299**

ONE FREE EVENT

BUY SELECT FRIGIDAIRE THERMADOR ENERGY STAR APPLIANCES AND HELP COMPLETE YOUR DREAM KITCHEN FOR FREE! SAVINGS UP TO \$4,077.00

Get an extra \$400 off on 41 select Thermador luxury appliances and save your kitchen into a complete luxury suite. Now is the best time to take advantage of this remarkable offer and enjoy unprecedented savings on a hot American kitchen.

swap AND
save™

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

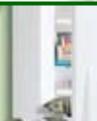
Year Purchased
Before 1980
1980-1989
1990-1992
1993-2000

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.*



ter*



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

Original Purchased Year	14' CUBIT, Upright	17' CUBIT, Upright	22' CUBIT, 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 softer in this front-load washer vs. a conventional top loader
- * Your drying time + your wash time is less in 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: Energy Star, 2007) (Always Read the Energy Guide.)



Swap Out Appliances...
Save Money

FRIGIDAIRE

Online Guide
Energy Savings Calculator

Calculate savings based on your state's electricity rates.

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 "How to Measure your old refrigerator" (FRIG) card under the "How to Measure" section
5. Click on "How to Measure your old freezer" (FRIG) card under the "How to Measure" section
6. Click on "How to Measure your old top loader" (FRIG) card under the "How to Measure" section

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 programs that you are looking for

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

A Refrigerator That Works To Save You Money

Look inside.

A Front-Load Washer That Works to Save You Money

Look inside.



swap AND
save™

SWAP & SAVE PROMOTIONS WARNERS' STELLIAN

WARNERS' STELLIAN
Your Appliance Specialist

(877) 431-2100
Contact Us For Expert Advice

FREE Nationwide Shipping on appliances \$1999 or more

SEARCH GO Advanced Search HOME ABOUT US CONTACT US CUSTOMER SERVICE STORE LOCATIONS

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Shop Your Way

- Shop By Appliance
- Shop By Brand
- Shop Accessories
- Hot Buys!
- Discount Appliances
- My Account
- My Wish List
- My Shopping Cart

The Best Bottom-Line Price GUARANTEED

Special Offers

- Financing Offers
- Rebate Center
- Local Delivery
- Nationwide Shipping
- No Sales Tax
- Give a Gift Card

Builders & Contractors

Special Pricing Available

Support & Service

- Need Service?
- Manufacturer Support
- Testimonials
- Buying Guides
- Links

Frigidaire Swap & Save Dishwashers

swap AND
save as much as \$300 per year
a new Frigidaire Energy Star dishwasher

Save 55,000 Gallons* of Water
* Based on 11 year life of the dishwasher

Frigidaire Swap & Save Washers

swap AND
save as much as \$300 per year
by replacing your old top-load Energy Star front-load model.

Save 18 Gallons of Water

Frigidaire Swap & Save Refrigerators

Shop Your Way

- Shop By Appliance
- Shop By Brand
- Shop Accessories
- Hot Buys!
- Discount Appliances
- My Account
- My Wish List
- My Shopping Cart

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- Testimonials
- Buying Guides
- Links

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 GRIEL



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

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Every Day... Every Month... Every Year

Year Purchased	18" CUPT. Top Mount	21" CUPT. Top Mount	22" CUPT. Side-by-Side	24" CUPT. Side-by-Side
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- 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

swap AND
save™

ENERGY STAR/ EARTH MONTH NATIONWIDE

smarter savings than ever!

EARTH DAY is Wednesday, April 22!
Make everyday EARTH DAY by purchasing ENERGY STAR® qualifying appliances. ENERGY STAR products use less energy, save money on electric bills, and help fight global warming.

HOT BUY! MAYTAG 20 CU. FT. BOTTOM FREEZER REFRIGERATOR with Soft Fresh™ Odor-Blocking System, SoftFrost™ Quick Defrost and Temp Reserve™ Freshness Controls. #M22341268 **\$999**

HOT BUY! MAYTAG 25 CU. FT. SIDE-BY-SIDE REFRIGERATOR with Ice and Water Dispenser in the door, Adjustable SoftFrost™ Glass Door, and 2,000 Wash Cycles. #M22341269 **\$299**

MAIL-IN REBATES **\$650** with the purchase of qualifying ENERGY STAR® appliances. **\$3199** with a \$250 rebate. **\$399** with a \$100 rebate. **\$499** with a \$100 rebate.

UP TO \$50 MAIL-IN DELIVERY REBATE! on select Maytag® & Whirlpool® ENERGY STAR® qualifying appliances. April 22 - May 31, 2010.

ECO Savings

smart saver

GE Profile ENERGY STAR® QUALIFYING APPLIANCES. **\$1399** **\$1299**

HOT BUY! **\$999** **\$1499** **\$269**

DECLARE YOUR ENERGY INDEPENDENCE!

FRIGIDAIRE HOT BUYS:

FRIGIDAIRE PACKAGE REBATES! **\$750** No Tax

\$399 **\$349**

WHY SHOP HERE?

LOW PRICES!

GREAT SELECTION!

EXPERT ADVICE!

11% BUYING POWER

LOW SELL ENERGY STAR

2009 AWARD WINNER

ENERGY STAR

Summer Savings! **UP TO \$300 Mail-In Rebate** with the purchase of a qualifying Amana® appliance package. April 1 through May 31, 2010.

All 4 Pieces: \$2549 Mail-In Rebate!

Amana® 4-Piece Stainless Steel Appliance Package!

AMANA® 19 CU. FT. BOTTOM FREEZER REFRIGERATOR with Soft Fresh™ Odor-Blocking System, SoftFrost™ Quick Defrost and Temp Reserve™ Freshness Controls. #M22341268 **\$899**

AMANA® 25 CU. FT. SIDE-BY-SIDE REFRIGERATOR with Ice and Water Dispenser in the door, Adjustable SoftFrost™ Glass Door, and 2,000 Wash Cycles. #M22341269 **\$1399**

AMANA® 25 CU. FT. FRONT DOOR REFRIGERATOR with Electronic Temp Assist™, Electronic Freeze Fresh™, ClearView™ Glass Door, and 2,000 Wash Cycles. #M22341270 **\$399**

AMANA® 1.6 CU. FT. MICROVAV- RANGE with Glass-Ceramic SoftTouch™ Control, Convection and Extra-Large Oven Window. #M22341271 **\$349**

AMANA® TALL TUB BUILT-IN DRYER with MoistureClean™ Plus Wash System and Removable Super Stack. #M22341272 **\$399**

AMANA® SUPER CAPACITY TOP LOAD WASHER & ELECTRIC DRYER with MoistureClean™ Plus Wash System and Removable Super Stack. #M22341273 **\$399**

AMANA® SUPER CAPACITY FRONT LOAD WASHER & ELECTRIC DRYER with MoistureClean™ Plus Wash System and Removable Super Stack. #M22341274 **\$399**

LOWEST Price of the Season!

ECO Savings

EARTH DAY is Wednesday, April 22!
Make everyday EARTH DAY by purchasing ENERGY STAR® qualifying appliances. ENERGY STAR products use less energy, save money on electric bills, and help fight global warming.

NO DOWN PAYMENT & NO INTEREST TIL

2010

ADD UP THE SAVINGS! **\$500**

DELIVERY REBATE **\$50**

INSTALLATION REBATE **\$75**

REFRIGERATOR REBATES **\$75**

UP TO \$50 MAIL-IN DELIVERY REBATE! on select ENERGY STAR® qualifying appliances. April 22 - May 31, 2010.

Hot Buy! **\$1999** **\$999** **\$279** **\$699** **\$549**

DECLARE YOUR ENERGY INDEPENDENCE!

FRIGIDAIRE HOT BUYS:

FRIGIDAIRE PACKAGE REBATES! **\$750** No Tax

\$449 **\$335** **\$899** **\$499** **\$35** **\$50** **\$449** **\$349** **\$399** **\$299** **\$1299**

Smart Saver

12% BUYING POWER

LOW PRICES!

EXPERT ADVICE!

SMART SELECTION!

WHY SHOP HERE?

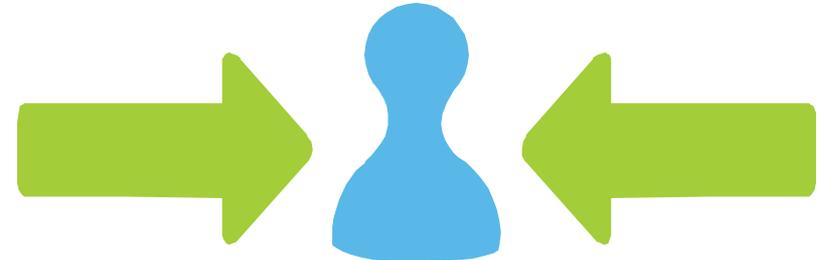


SWAP & SAVE PROGRAM

⊙ 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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