



August 3, 2010

New Promotions

Visit www.quaddealer.com for a link to each of the promotion sites, or use the links below. These sites provide promotion details along with the opt-in process. Dealers who purchase through a distributor must contact their distributor to participate.

Free Ton of Pellets Promotion

From August 29 – October 2, 2010 offer your customers a ton of free pellets, up to \$250, with the purchase of qualifying pellet burning Quadra-Fire products. Combine this offer with the \$1,500 biomass tax credit for unbelievable savings. Visit the [opt-in site](#) for additional details.



EDGE 60 Promotion

Offer your customers a free front with the purchase of a Quadra-Fire EDGE 60 pellet fireplace. Combine this savings of up to \$1,499 with the \$1,500 biomass tax credit for an extraordinary deal. This promotion runs August 29 – October 30, 2010. Dealers must have an EDGE 60 on display in their showroom in order to opt-in. Visit the [opt-in site](#) today.

Fireplace Insert Upgrade Event

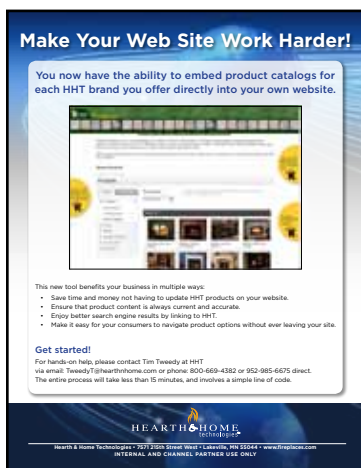
Between August 29 – October 2, 2010 offer your customers a free front and surround upgrade, valued at up to \$200 MSRP, when they purchase a qualifying new Quadra-Fire gas insert. You need to have the new Quadra-Fire inserts on display in order to participate in this promotion. Visit the [opt-in site](#) for promotion details, including qualifying products and the opt-in agreement.



Energy Tax Credit Countdown POS

With only 150 days left for consumers to take advantage of the \$1,500 tax credit, new countdown POS including countdown web banners and ad slicks in a variety of sizes is now available to download at www.quaddealer.com. A dry erase easel back poster to write the number of days remaining will begin arriving by mail in early August.





Web Syndication Tool

You now have the ability to embed Quadra-Fire product catalogs into your own website. This new tool benefits your business in multiple ways:

- Saves time and money not having to update HHT products on your website
- Ensures that product content is always current and accurate
- Enjoy better search engine results by linking to HHT
- Make it easy for consumers to navigate product options without ever leaving your site

The attached flyer explains how to get started. Isn't it about time to make your website work harder for you!

Claim Forms are now Easier than Ever!

With the fast approaching August 25, 2010 deadline for all Summer Cash claim forms to be submitted, take advantage of our easy to use online claim submission tool. By submitting your claims to HHT online you can ensure we receive and process your claims faster and more accurately! [Click here](#) to submit all your Summer Cash claims today.



Brochure Updates

The brochures listed below have been updated to better reflect our current Quadra-Fire product offerings. Review the list below to see which brochures have been updated and be sure to visit [POS/Literature site](#) online to order these updated brochures.

Brochure Description	Estimated Order Availability Date	Update Details
Gas Stoves	Currently available	<ul style="list-style-type: none"> • Eliminated discontinued Castile SKUs • Updated Sapphire with new look and features • New design layout
Wood Mantels & Surrounds	Currently available	<ul style="list-style-type: none"> • Eliminated discontinued SKUs
Cast Mantels & Surrounds	Currently available online only – New printed stock available in October	<ul style="list-style-type: none"> • Eliminated discontinued SKUs • Corrected dimensions on page 10 for Reno and Sedona

Lead Time Discount Orders *Save Money this Season!*

Accepted throughout the year, LTD orders are a great way to save big. The chart to the right outlines the level of purchases we recommend you make using the LTD program along with your potential savings at every step of the way*. Take advantage of the unique combination of savings and flexibility built into the LTD program today.

There's still time to save money this season by placing your Lead Time Discount orders now.

* LTD orders can be made on all Quadra-Fire stoves, inserts, 7100 EPA Fireplace, accessories and service parts.



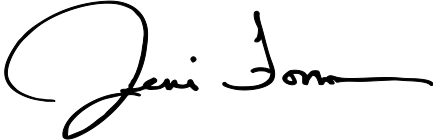
Lead Time Discount
The best time to save is **TODAY!**

HEARTH & HOME
Technologies

Lead Time Discount	Month	Target % of Units on Order/On Hand
6%	6 months out	20% - 30%
5%	5 months out	30% - 40%
4%	4 months out	40% - 50%
3%	3 months out	50% - 60%
2%	2 months out	60% - 70%
1%	1 month out	70% - 80%
Normal Orders	During Month	Remaining product as needed

Your Quadra-Fire Account Manager will be happy to answer any questions you may have.

Sincerely,



Jeni Forman
VP - Dealer Marketing