

# AIRWAVE Bulletin

## Marketing

June 18, 2009

Bulletin #0124

To: All Contractors All Reps  
All Distributors All HVAC staff

Subject: **Special Summer Program: Consumer Rebate on Select Models Up to \$300**

To support our summer television advertising campaign we are pleased to offer the consumer up to a \$300 rebate on some of our best selling Mr. Slim® residential models. We've had a great response to our new TV campaign which includes mention of the federal tax credit. To help incentivize the consumer further, we are running a rebate direct from us to the consumer from June 15 through July 31. Rebates are available on the following models:

<b>System Rebate</b>			
MSA09WA	\$75	MSZA09NA	\$200
MSZFD09NA	\$150	MSA12WA	\$75
MSZA12NA	\$200	MSZFD12NA	\$150
MSYA17NA	\$200	MSYA24NA	\$200
MSYD30NA	\$250	MSYD36NA	\$300

In order to qualify for a rebate, the consumer must purchase and install the equipment between June 15 and July 31, complete the rebate form, and provide all of the required documentation, including a copy of the invoice from the contractor showing purchase date, model number, date of installation and serial numbers of the systems. Information regarding our rebate program has been placed on our corporate website as well as on our consumer microsite. Please click on the following link in order to see the full program details at [www.mrslim.com/rebate](http://www.mrslim.com/rebate).

Our TV campaign is off to a great start and we look forward to the rebate driving an even stronger response. Please make sure that you are actively promoting the program. We encourage dealers to use the rebate along with the Federal Tax Credit as a call-to-action for local advertising. Advertising materials can be downloaded by Diamond Dealers™ and distributors from our extranet. As always, if you have any questions do not hesitate to contact your local Mitsubishi Electric salesperson.