

Winter 2012 Consumer Promotion

Receive up to a \$1,450* rebate

when you purchase a qualifying Lennox® home comfort system.

*Includes System #1, Healthy Climate® add-on & Solar Bonus



Systems #1 & #2 qualify for Solar Bonus!

Must be purchased from a participating dealer. See guidelines for additional requirements.

Promotion Dates:

- Homeowner must purchase between **January 23, 2012 and February 17, 2012**
- Dealer must install between January 23, 2012 and February 17, 2012
- Claims must be entered ONLINE and paperwork submitted by **March 2, 2012**

System Options:

To be eligible for a system rebate, homeowner must purchase one qualifying product from *each* category: *Outdoor, Indoor, and Controls*. Select Healthy Climate products can be added to any system for an additional rebate.

**Must purchase qualifying system and install 4 solar panels. Only one bonus per installation/household. Sales will be verified by Lennox.

System # 1	\$1000 Rebate		
	Outdoor	Indoor	Controls
	XC21 ¹	SLP98V ¹	icomfort™
	XP21 ¹	SL280V ¹	
	XC17 ¹	CBX40UHV ⁽¹⁾⁽²⁾	
	XP17 ¹	CBX32MV ¹	

System # 2	\$1000 Rebate	
	Packaged Units	Controls
	15CHPX	CS7000
	15CHAX	CS5000
	15GCSX	Honeywell t-stat ³

System # 3	\$800 Rebate		
	Outdoor	Indoor	Controls
	XC21	SLP98V	CS7000
	XP21	G61MPV	CS5000
	XC17	SL280V	Harmony III™
	XP17	CBX40UHV ⁽²⁾	Honeywell t-stat ³
		CBX32MV	
		O23V/OF32V	

System # 4	\$500 Rebate		
	Outdoor	Indoor	Controls
	XC16	SLP98V ¹	icomfort
	XP16	G61MPV	
		SL280V ¹	CS7000
		O23V/OF23V	
		CBX40UHV ⁽¹⁾⁽²⁾	Harmony III™
		CBX32MV ¹	
			Honeywell t-stat ³

Add-On to ANY System For an <u>Additional</u> Rebate!†	
PureAir™	\$150
HC16 (Cabinet & Filter)	\$50

† Healthy Climate rebates are system add-ons only, they do not qualify for individual rebates. Must be purchased with a system to redeem rebate amount. One Healthy Climate unit per system. Can not be combined with individual unit offers below.

Individual Unit Offers

The Winter Consumer Promotion features individual rebates on qualifying Dave Lennox *Signature*® Collection products & qualifying Elite® products.

\$300	\$250	\$200	\$150	\$100	\$50
SLP98V	XC21 XP21 G61MPV	SL280V CBX40UHV XC17 XP17	CBX32MV O23V/OF23V	XC16 XP16 EL195E (Constant Torque)	XC14 XP14 LF24 Unit Heater

Claims must be entered online at www.davenet.com
Marketing>Consumer/Spiff Submission & Status>Consumer
Rebates>Consumer Claim>Select Promotion

QUESTIONS ABOUT YOUR CLAIM or CLAIM STATUS?

1-888-283-1918

All offers are subject to product availability. Participating dealers must have purchased a Best Lennox CAP package. Consumers can redeem only one of the promotional offers per serial number sold. Multiple qualifying products may be sold within individual family or household. Lennox Industries Inc. reserves the right to inspect any installation that is a part of this offer. Lennox Industries Inc. reserves the right to cancel or change this promotion at any time.



Promotion Code: NW83CR0212

Winter 2012 Consumer Promotion

24 Months, 0% APR

when you purchase a qualifying Lennox® home comfort system through GE Capital

Must be purchased from a participating dealer. See guidelines for additional requirements.



Promotion Dates:

- Homeowner must purchase between **January 23, 2012 and February 17, 2012**
- Dealer must install between January 23, 2012 and February 17, 2012
- Claims must be entered ONLINE and paperwork submitted by **March 2, 2012**

Systems #1 & #2 qualify for Solar Bonus!

****Must purchase qualifying system and install 4 solar panels. Only one bonus per installation/household. Sales will be verified by Lennox.**

Maximum Financing Credit Per System		
Systems	Best Premier	Best
System #1*	\$1,000	\$700
System #2*	\$1,000	\$700
System #3*	\$800	\$560
System #4*	\$500	\$350

Please refer to Consumer Rebate offer for qualifying systems & system requirements.

Maximum Financing Credit Per System Add-On		
Systems Add-On	Best Premier	Best
PureAir™	\$150	\$105
HC16 (cabinet & filter)	\$50	\$35



Maximum Financing Credit For Solar Bonus		
Solar Bonus	Best Premier	Best
4 Solar Panels	\$300	\$175

Maximum Financing Credit Per Unit		
Individual Units	Best Premier	Best
SLP98V	\$300	\$210
XC21	\$250	\$175
XP21	\$250	\$175
G61MPV	\$250	\$175
SL280V	\$200	\$140
XC17	\$200	\$140
XP17	\$200	\$140
CBX40UHV	\$200	\$140
CBX32MV	\$150	\$105
O23V /OF23V	\$150	\$105
XC16	\$100	\$70
XP16	\$100	\$70
EL195E(Constant Torque)	\$100	\$70
XC14	\$50	\$35
XP14	\$50	\$35
LF24 Unit Heater	\$50	\$35

Dealer discount 12.45%, Premier Dealer discount 11.95%, Credit Plan #424

Claims must be entered online at www.davenet.com

Marketing>Consumer/Spiff Submission & Status>Consumer Rebates>Consumer Claim>Select Promotion

QUESTIONS ABOUT YOUR CLAIM or CLAIM STATUS?

1-888-283-1918

Promotion Code: NW83FN0212



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2012 WINTER CONSUMER PROMOTIONS GUIDELINES – South

Purchase and install between January 23, 2012 and February 17, 2012. Back-up paperwork must be submitted by March 2, 2012. Dealer must have purchased a Best Lennox CAP package to participate in this promotional offer. Dealer may offer Consumer Rebates or Financing for qualifying equipment.

CONTACT INFORMATION

For general questions regarding processing promotional claims:

- Contact the Redemption Center at 1-888-283-1918
- or email lennoxredemption@biworldwide.com
www.DaveNet.com>Marketing>Consumer/Spiff Submission & Status>Consumer Rebates>Contact Us
- For questions regarding GE Capital financing please call: 1-800-330-5189

REBATE GUIDELINES

- Homeowner must receive the rebate offer directly from a participating Lennox dealer.
- This offer will be a rebate check sent directly to the homeowner from Lennox.
- Dealers will NOT give an instant discount off the purchase price and will not give an instant discount off the invoice amount.
- **Dealer must not charge the consumer for any portion of the consumer offer (rebate or financing).**
- **All claims must be submitted online. Mailed claim submissions will not be accepted.**
- All online claims are submitted to the Lennox Redemption Center at www.davenet.com.
 - After signing on, follow the path below to the Consumer Claim page:
Marketing>Consumer/Spiff Submission & Status>Consumer Rebates>Consumer Claim
- Select a promotion by clicking on the promotion code in the drop-down arrow box:
 - Promotion code is located on the bottom right corner of the promotional flyer sent to you via email.
 - If unable to locate the promotion code for your claim, call 1-888-283-1918 or contact your TM.
- Be sure to include email address:
 - Your dealer email address is required to process claims online and is used for contact purposes regarding claims.
- Complete the claim, and verify entries to make sure the information and amount of rebate is correct before submitting.
- Send Back-up documentation (homeowner invoice) including claim number to the Lennox Redemption Center via email or fax:

Email Address:

lennoxdocumentation@biworldwide.com

This address is for emailing Back-up documentation only.

Toll Free Fax Number:

1-877-553-9435

Use online confirmation sheet as cover page.

- All required Back-up documentation must be submitted within 10 business days of installation or by March 2, 2012, whichever occurs first.
- **The sale and installation to the homeowner must fall within the promotional dates to qualify (January 23 – February 17, 2012).**
- Incomplete or missing Back-up documentation:
 - For claims requiring additional information, the Lennox Redemption Center will send out an email notification to the dealer via the email address provided when the claim is submitted.



- If Back-up documentation is not received within 10 business days of entering the claim, the claim will be denied.

BACK-UP PAPERWORK REQUIREMENTS (Homeowner Invoice)

- Claim number
- Copy of the homeowner's invoice, which must include the following:
 - Dealership name & address
 - Homeowner name, address & phone number
 - Model number(s)
 - Purchase date
 - Installation date
 - Homeowner signature
- The Lennox Redemption Center audits claims and back-up documentation.
- Claims are not approved until proper back-up documentation has been provided and audited.
- After the claim is audited and approved, the dealer is then billed for their amount of the rebate based on CAP package level and Dave Lennox Premier Dealer™ status.
- Please allow 4–6 weeks for the rebate to be processed once the back-up documentation has been received at the redemption center.
- If additional information has been requested, the 4–6 weeks begins when correct back-up documentation has been received.
- Any missing required documentation may result in claims being denied.
- Promotions are offered to the homeowner at the discretion of the Lennox dealer.

ONLINE CLAIM STATUS

Dealers may check the status of claims online through the Lennox Redemption Center, located on the DaveNet® website.

- Log on to www.davenet.com
Marketing>Consumer/Spiff Submission & Status>Consumer Rebates>Claim Status
 - Select “Current Promotions” next to Promotion Period.
 - Select “Consumer Promotions” next to Promotion Type.
 - Select criteria to locate claim.
 - Click on the homeowner's first or last name to open homeowner's list of claims.
 - Click on the claim number to be viewed.
 - Locate the status of the claim in the “Claims Status” section at the bottom of the page.
 - For additional information, click on the “View Information” button at the bottom of the page.

CLAIM STATUS DEFINITIONS

Below is a definition of the terms you will see when checking the status of claims submitted:

- **“Completed”**
 - Claim has been approved & processed.
 - Allow 4 to 6 weeks from claim approval date for check processing.
- **“In Process”**
 - Claim has been entered and is currently being processed.
 - Claim is being reviewed or waiting for corrected Back-up documentation.
 - Redemption Center is waiting for Back-up documentation not yet received for the claim submitted.
- **“Denied”**
 - Claim has been denied. Here are some examples of why claims are denied:
 - Required or corrected Back-up documentation was not received within notification period.
 - Missing or invalid serial number(s) on claim and/or Back-up documentation.



2012 WINTER CONSUMER PROMOTIONS GUIDELINES – South

- Missing model number(s) from invoice, or model number on claim does not match model number listed on invoice.
- Products submitted do not make up a System, or product model does not qualify in System sold. (Ineligible product(s) may result in partial denial of claim and reduced rebate amount.)
- Products were sold or installed outside program dates.

APPROVED MODEL VERBIAGE

Below is a list of model names accepted by the Lennox Redemption Center. Please make sure the model(s) on your invoice matches what is listed below.

Outdoor	Indoor	Healthy Climate®	Control
XC21	SLP98V	PureAir™	icomfort™
XP21	SLP98UH	PCO	icomfort touch
XC17	SLP98DF	PCO14-23	icomfort stat
XP17	G61MPV	PCO16-28	icomfort control
XC16	G61V	PCO20-28	CS7000
XP16	SL280UH	PCO14	ComfortSense 7000
XC14	SL280DF	PCO16	CS5000
XP14	SL280V	PCO20	ComfortSense 5000
15CHPX	EL195E	HC16	Harmony III™
15CHAX	O23V	HCC14-23	Harmony III Zone System
15GCSX	OF23V	HCC16-28	Harmony III Zoning
Solar Panels	CBX40V	HCC20-28	Honeywell Thermostat
	CB40UHV		Honeywell Stat
	CB40V		Honeywell Vision Pro
	CBX32MV		Honeywell Pro
	LF24		Honeywell Vision
	UNIT HEATERS		

Note: Eligible products may vary depending on location.



FINANCING GUIDELINES

24 Months, 0% APR

- Must be financed through GE Capital to be eligible for this promotional offer.
- Dealer offers 24 month equal payments, 0% APR through GE Capital to homeowner on purchases with Home Climate credit card between January 23, 2012 and February 17, 2012.
- **No Monthly Interest until Paid in Full***
 - On Purchases made during the 2012 Lennox Winter Consumer promotion with your Home Climate credit card between January 23, 2012 and February 17, 2012. **\$29 account activation fee may apply.** Fixed Monthly Payments Required. Estimated payoff period is 24 months.

Financing Disclosure: *Offer applies only to single-receipt qualifying purchases. No monthly interest will be assessed on promotion purchase until promotion is paid in full and fixed monthly payments are required equal to 4.167% of initial promo purchase amount. However, if account becomes 60 days past due, promo may be terminated early and regular account terms will apply. The fixed monthly payment may be higher than the minimum payment that would be required if the purchase was a non-promotional purchase. Regular account terms apply to non-promotional purchases. For new accounts: Purchase APR is 26.99%; Minimum Monthly Interest Charge is \$2. Account Activation Fee is \$29. Existing cardholders should see their credit card agreement for their applicable terms. Subject to credit approval.

- Homeowner must be approved for financing by GE Capital.
- Dealer is “funded” by GE Capital for each qualifying job, less appropriate GE Capital discount cost.
- Dealers are responsible for submitting claims to the Redemption Center for qualifying financing offers.
- All jobs must be funded by March 2, 2012.
- Claims must be submitted by March 2, 2012.
- After the claim is reviewed and approved, the dealer is then given a credit on their Lennox account up to the maximum financing credit amount as indicated on the promotional flyer. **Please allow 4 to 6 weeks for credit to appear on dealer account.**

Financing Example #1:

Lennox Dealer with BEST CAP Package (Premier)

- \$15,000 Purchase (System #1 plus PureAir add-on)
 - Purchase qualifies for \$1150 maximum financing credit from Lennox (\$1150 x 100%) - See promotional flyer for maximum payouts.
 - Discount Amount Paid by dealer is \$1793 (\$15,000 x 11.95%)
 - Dealer will be credited \$1150 maximum financing credit (as noted above)

Financing Example #2:

Lennox Dealer with BEST CAP Package (Non-Premier)

- \$15,000 Purchase (System #1 plus PureAir add-on)
 - Purchase qualifies for \$805 maximum financing credit from Lennox (\$1150 x 70%) - See promotional flyer for maximum payouts
 - Discount Amount Paid by dealer is \$1868 (\$15,000 x 12.45%)
 - Dealer will be credited \$805 maximum financing credit (as noted above)



CALCULATING DEALER REIMBURSEMENT

To calculate Lennox promotion credit amount, multiply the Discount Amount Paid by the dealer's promotional funding percent from Lennox.

- The Total Amount Financed and the Discount Amount Paid can be found in the Sales Activity by Customer section of GE Funding Report.
- Maximum credit amounts will apply.
- Maximum credit amounts are predetermined based on the qualifying Lennox product sold and installed during the promotion dates.
- Lennox does not reimburse dealers for portions of financing cost on items outside qualifying Lennox products.

TERMS AND CONDITIONS for Participating Lennox Dealers:

Terms and conditions: This offer is available through participating Lennox dealers. Participating dealers must have purchased a Best CAP package. Only equipment and systems listed on promotion are eligible for this offer. All products and offers are subject to availability. **Offer valid on purchases and installation of qualifying equipment between January 23, 2012 and February 17, 2012. Claims must be entered online and paperwork submitted within 10 business days of installation or by March 2, 2012, whichever occurs first.** Claims will not be accepted after March 2, 2012. This offer applies to residential installations only. Commercial installations, dealership employees, homebuilder or contractor purchases for new construction, homeowner upgrade through home builder or contractor, installations in multi-family dwellings or any dwelling other than a single-family residence do not qualify for this offer. All information requested is required. Incomplete, illegible or late submissions will be denied. Rebates/Financing credits will not be issued for denied claims. Lennox reserves the right to request additional information to validate a claim. Lennox reserves the right to inspect an installation that is a part of this program. Lennox is not responsible for claims lost, stolen, damaged, or delayed in transit. Consumers can redeem only one of the promotional offers per serial number sold. All required Back-up paperwork must be sent to the Lennox Redemption Center **via Fax: 877-553-9435 or email: lennoxdocumentation@biworldwide.com**. Submission will not be accepted for retailers, clubs, organizations, wholesalers or contractors. Cannot be combined with any other Lennox Consumer promotional offer. Multiple qualifying products may be sold within individual family or household. Purchase of equipment must be made by the individual receiving the Rebate. Offer invalid and checks are void if not cashed within 180 days of issuance and cannot be reissued. Please allow 4-6 weeks for checks processing once claim has been approved.

