

EXCLUSIVE EVENT!



OFFER VALID JANUARY 1–JUNE 30, 2011



Sell More. Earn More.

ACD & Kitchen Dealer Exclusive!

KitchenAid, Whirlpool and Maytag Brands are excited to announce the *Your Kitchen, Your Laundry, Your Home Event*—a multi-brand promotion exclusively for Authorized Contract Distributors and Kitchen Dealers. Promotion supports contract sales ONLY. Not valid at Sears, Lowe's, Best Buy, The Home Depot or any other retail outlet.

Kitchen and Laundry Rebates Available!*

Let your customers know they can receive up to a \$1,250 MasterCard® Prepaid Card by mail* when they purchase 4 select KitchenAid® Kitchen appliances and a Whirlpool® or Maytag® Laundry PAIR during this exclusive event! The more they buy, the more you can earn, so start selling today!

Marketing materials are on the way!

Use the provided marketing materials and let them do the work for you! Appliances will be flying off your floors when customers see these great deals!

Your customers can receive up to a

\$1250

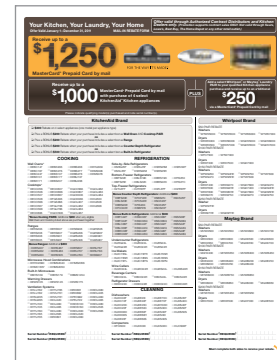
Rebate by mail*



Direct Mail
(25 Provided; Download more from Ad World)



Tent Card
(Provided)



Rebate Form
(Provided)

*See Rebate Form for complete details and qualified models. Only valid at participating Authorized Contract Distributors or Kitchen Dealers. Offer not valid at Sears, Lowe's, Best Buy, The Home Depot or any other retail outlet. Rebate in the form of a KitchenAid, Whirlpool or Maytag Brand MasterCard® Prepaid Card by mail. ®Registered trademark/™Trademark of Whirlpool, U.S.A., KitchenAid, U.S.A. or Maytag Corporation or its related companies. The shape of the stand mixer is a registered trademark of KitchenAid, U.S.A. ©2011. All rights reserved. To learn more about the entire KitchenAid, Whirlpool or Maytag Brand lines, please visit KitchenAid.com, Whirlpool.com or Maytag.com. Cards are issued by Citibank, N.A. pursuant to a license from MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated. This card can be used everywhere Debit MasterCard cards are accepted. STM-10987

Your Kitchen, Your Laundry, Your Home

Offer Valid January 1–June 30, 2011

MAIL-IN REBATE FORM

Offer valid through Authorized Contract Distributors and Kitchen Dealers only. (Promotion supports contract sales ONLY. Not valid through Sears, Lowe's, Best Buy, The Home Depot or any other retail outlet.)

Receive up to a

\$1,250

MasterCard® Prepaid Card by mail



FOR THE WAY IT'S MADE.®



Receive up to a

\$1,000

MasterCard® Prepaid Card by mail with purchase of 4 select KitchenAid® Kitchen appliances

PLUS

Add a select Whirlpool® or Maytag® Laundry PAIR to your qualified Kitchen appliance purchase and receive up to an additional

\$250

via a MasterCard® Prepaid Card by mail

Please indicate qualifying model(s) purchased and note serial number(s).

KitchenAid Brand

- \$300** Rebate on 4 select appliances (one model per appliance type)
- Plus a BONUS **\$200** Rebate when your purchase includes a select bonus **Wall Oven AND Cooktop PAIR**
- OR
- Plus a BONUS **\$200** Rebate when your purchase includes a select bonus **Range**
- Plus a BONUS **\$200** Rebate when your purchase includes a select bonus **Counter Depth Refrigerator**
- OR
- Plus a BONUS **\$500** Rebate when your purchase includes a select bonus **Built-In Refrigerator**

COOKING

- Wall Ovens***
- KEBC147 KEBC206 KEBS208 KEHU309
 - KEBC167 KEBC276 KEBS277 KEMS308
 - KEBC247 KEBS107 KEBS278 KEMS378
 - KEBK101 KEBS177 KEBU107
 - KEBK171 KEBS207 KEBU208

- Cooktops***
- KECC056 KECD807 KGCC566 KGCU482
 - KECC506 KECD866 KGCD807 KGCU483
 - KECC507 KECD867 KGCK306 KGCU484
 - KECC508 KFGS306 KGCK366 KICU500
 - KECC566 KFGS366 KGCU407 KICU508
 - KECC567 KFGU706 KGCU462 KICU568
 - KECC568 KFGU766 KGCU463
 - KECD806 KGCC506 KGCU467

***Bonus Cooking PAIRS:** Additional **\$200** when any eligible Wall Oven and Cooktop listed above are purchased together

- Ranges**
- KERS206 KERS507 KESS908 KGRS505
 - KERS208 KERS807 KGRS206 KGRS807
 - KERS308 KESK901 KGRS208 KGSK901
 - KERS505 KESS907 KGRS308 KGSS907

- Bonus Ranges:** Additional **\$200**
- KDRS407 KDRS467 KDRS807 KDRU767
 - KDRS462 KDRS483 KDRU707 KDRU783
 - KDRS463 KDRS505 KDRU763 KDSS907

- Microwave Hood Combinations**
- KHHC2090 KHMS2040 KHMS2056
 - KHMC1857 KHMS2050

- Built-In Microwaves**
- KBHS109 KBHS179 KBMS1454

- Warming Drawers**
- KEWS105 KEWS145 KEWS175

- Ventilation Systems**
- KHLU162 KHTU765 KIRD861 KWCU380
 - KHLU182 KHVU761 KIRD862 KWCU405
 - KHSU205 KHVU781 KPEC992 KWCU460
 - KHSU265 KICU420 KPEU722 KWCU465
 - KHTU100 KICU460 KWCS100 KWCU480
 - KHTU105 KICU465 KWCS160 KWCU505
 - KHTU160 KICU480 KWCU300 KWCU565
 - KHTU165 KICU565 KWCU320
 - KHTU705 KIRD801 KWCU360

REFRIGERATION

- Side-by-Side Refrigerators**
- KSRG25F KSRL25F KSRS25M KSRV22F
 - KSRJ25F KSRS22M KSRS25R

- Bottom-Freezer Refrigerators**
- KBFS22E KBLS19K KBRS19K KFIS25X
 - KBFS25E KBLS22K KBRS22K KFIS27C

- Top-Freezer Refrigerators**
- K2TLEFF K2TREFF K9TLEFF K9TREFF

- Bonus Counter Depth Refrigerators:** Additional **\$200**
- KBFS20E KFPC22E KSBS25I KSBS25F
 - KBLS20E KFCS22E KSCK23F
 - KBRS20E KFIS20X KSCK25F
 - KFCS22E KSBP25I KSBS23F

- Bonus Built-In Refrigerators:** Additional **\$500**
- KBFC42F KSSC36F KSSO36F KSSS36F
 - KBFO42F KSSC36Q KSSO36Q KSSS36Q
 - KBLC36F KSSC42F KSSO42F KSSS42F
 - KBLO36F KSSC42Q KSSO42Q KSSS42Q
 - KBRC36F KSSC48F KSSO48F KSSS48F
 - KBRO36F KSSC48Q KSSO48Q KSSS48Q

- Undercounter Refrigerators**
- KURG24L KUJO24L KURS24L
 - KURG24R KUJO24R KURS24R

- Ice Makers**
- KUIC15NL KUIC15PR KUIC15NR
 - KUIC15NR KUIC18NN KUIC18NN
 - KUIC15PL KUIC18PN KUIC18PN

- Wine Cellars**
- KUWO24L KUWO24R KUWS24L KUWS24R

- Beverage Centers**
- KBCO24L KBCO24R KBKS24L KBKS24R

- Refrigerator Drawers**
- KDDC24C KDDC24R KDDO24C KDDO24R

CLEANING

- Dishwashers**
- KUDEC03F KUDEC03F KUDEC03F KUDEC03F
 - KUDEC10F KUDEC40F KUDEC70F KUDES40C
 - KUDEC20C KUDEC45C KUDEC03D KUDES40F
 - KUDEC20F KUDEC50C KUDES30C KUDES50F
 - KUDD03D KUDEC60F KUDES30F KUDES50S
 - KUDD03S KUDEC60H KUDES30I KUDES50S
 - KUDEC20F KUDEC60S KUDES30S

- Compactors**
- KFCK03I KUCK03I KUCS03C KUCS03F

Whirlpool Brand

- \$50 PAIR REBATE**
- Washers**
- WTW5500X WTW5550X WTW5600X WTW5700X

- Dryers**
- WED5500X WED5600X WGD5500X WGD5600X
 - WED5550X WED5700X WGD5550X WGD5700X

- \$100 PAIR REBATE**
- Washers**
- WFC7500 WTW7300

- Dryers**
- WED7300 WED7500 WGD7300

- \$150 PAIR REBATE**
- Washers**
- WFW9250 WFW94HE WFW9750 WTW7800
 - WFW9470 WFW95HE WTW7600

- Dryers**
- WED7400 WED9470 WGD7600 WGD9470
 - WED7600 WED94HE WGD7400 WGD94HE
 - WED7800 WED95HE WGD7800 WGD95HE
 - WED9270 WED9750 WGD9270 WGD9750

- \$250 PAIR REBATE**
- Washer**
- WFW97HE

- Dryers**
- WED97HE WGD97HE

Maytag Brand

- \$50 PAIR REBATE**
- Washers**
- MVWX500 MVWX550 MVWX600 MVWX700

- Dryers**
- MEDX500 MEDX600 MGDY500 MGDY600
 - MEDX550 MEDX700 MGDY550 MGDY700

- \$100 PAIR REBATE**
- Washers**
- MAH2400 MHWE250 MVWB300 MVWB450

- Dryers**
- MDE2400 MEDB400 MGDB200 MGDE250
 - MEDB200 MEDE250 MGDB400

- \$150 PAIR REBATE**
- Washers**
- MHW6000 MVWB750 MVWB850

- Dryers**
- MED6000 MEDB850 MGD6000 MGDB850

- \$200 PAIR REBATE**
- Washers**
- MHW7000 MHWE450 MHWE950

- Dryers**
- MED7000 MEDE500 MGD7000 MGDE500

Serial Number (REQUIRED) _____

Serial Number (REQUIRED) _____

Serial Number (REQUIRED) _____

Serial Number (REQUIRED) _____

Serial Number (REQUIRED) _____

Serial Number (REQUIRED) _____

Must complete both sides to receive your rebate.

Your Kitchen, Your Laundry, Your Home

Follow these steps to receive your rebate:

1 Provide your complete contact and purchase information.

Unless otherwise indicated, ALL fields must be completed in order to process your rebate.

FIRST NAME										LAST NAME									
STREET ADDRESS															APT. #				
CITY					STATE					ZIP									
HOME PHONE #					DATE PURCHASED:					MONTH DAY YEAR									
RETAILER NAME										RETAILER # (IF APPLICABLE)									

PLEASE NOTE: Purchases must be made at an Authorized Contract Distributor or Kitchen Dealer in order to qualify for a rebate. Promotion supports contract sales ONLY. Not valid for purchases made at Sears, Lowe's, Best Buy, The Home Depot or any other retail outlet. In order to determine whether a distributor or dealer is authorized, please check with a sales associate prior to purchase.

E-MAIL ADDRESS (OPTIONAL)																			
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- Yes, I would like to receive future e-mail communications from KitchenAid, Whirlpool and Maytag Brands.
 Yes, please notify me via e-mail when my Mail-In Rebate Form has been received.

2 Check model(s) purchased and provide required serial number(s) on the reverse side of this form to determine total rebate amount.

PLEASE NOTE: Multiple sales to apartments, builders, condominiums, subdivisions and wholesalers do not qualify.

3 Rebate Mailing Instructions

Mail this completed rebate form, along with a legible copy of your sales receipt dated between 1/1/11-6/30/11 to the address provided: →

PLEASE NOTE: Sales receipt must include PURCHASE DATE, PURCHASE PRICE and RETAILER NAME.

**Your Kitchen, Your Laundry,
Your Home – CON
Dept. #410-532
P.O. Box 72857
Rockford, MN 55572-2857**

MAIL-IN ENVELOPE MUST BE POSTMARKED NO LATER THAN 7/30/11.

If you do not have your serial number(s) because your appliance(s) will not be delivered by the postmark date:

1. Mail this rebate form (without the serial numbers) according to the Mailing Instructions listed above by 7/30/11.
2. Call 1-800-307-8436 for KitchenAid Brand, 1-800-698-2026 for Whirlpool Brand or 1-800-854-3943 for Maytag Brand within 60 days after the postmark date to submit your serial number(s). A rebate will not be issued without (a) valid serial number(s).

IF YOUR REBATE SUBMISSION DID NOT INCLUDE THE BONUS LAUNDRY PAIR OFFERED IN THIS PROMOTION: YOU MAY PURCHASE A QUALIFIED WHIRLPOOL OR MAYTAG BRAND LAUNDRY PAIR LISTED ON THE REVERSE OF THIS FORM BETWEEN 1/1/11 AND 6/30/11 AND SUBMIT A COPY OF THIS COMPLETED REBATE FORM ALONG WITH LEGIBLE COPIES OF YOUR QUALIFIED LAUNDRY PAIR AND QUALIFIED KITCHENAID® APPLIANCE SALES RECEIPTS NO LATER THAN 7/30/11 TO THE ADDRESS PROVIDED ABOVE. ALL TERMS AND CONDITIONS OF THIS OFFER APPLY.

Please allow eight weeks from the time your Mail-In Rebate Form is mailed for delivery of rebate.

Online Tracking. If you would like to track your rebate status online, please visit www.kitchenaid.com/rebate, www.whirlpool.com/rebatestatus or www.maytag.com/rebatestatus

Questions? If you do not receive your rebate within 8 weeks from the date your Mail-In Rebate Form was mailed, you must call 1-800-307-8436, Monday-Friday 7:30 a.m.-9:00 p.m., Saturday 7:30 a.m.-4:00 p.m., CST. Closed Sunday. Please have your model number(s) and corresponding serial number(s) ready. Promotion #410-532. Whirlpool Corporation and the retailers are not responsible for lost, late, illegible, incomplete, damaged or misdirected submissions or postage due requests/mail.

Terms of offer: Rebate is limited to one Mail-In Rebate Form per household (two Mail-In Rebate Forms per household in Rhode Island only) during the promotional period. Consumer may choose one model per appliance type, up to a maximum of 6 models, with a maximum rebate amount of \$1,250 per household (up to \$1,000 on KitchenAid Brand Kitchen appliances and \$250 on a Whirlpool or Maytag Brand Laundry Pair, when combined with qualified Kitchen appliance purchase). Rebate will be in the form of a KitchenAid, Whirlpool or Maytag Brand MasterCard® Prepaid Card. LATE SUBMISSIONS WILL NOT BE ACCEPTED. This promotional event may not be combined with other offers. Offer good only in the U.S.A. Purchases must be made at an Authorized Contract Distributor or Kitchen Dealer. Purchases made through online auction houses and purchases of refurbished or previously sold models do not qualify for the promotion. Rebate form is not transferable. Omission of sales receipt or any other information will delay processing or disqualify your request. All submitted proofs of purchase become the property of Whirlpool Corporation and cannot be returned. Whirlpool Corporation and the retailers are not responsible for lost, late, illegible, incomplete, damaged or misdirected submissions or postage due requests/mail. Keep a copy for your files. Fraudulent submissions could result in federal prosecution under U.S. Mail Fraud Statutes (Title 18, United States Code, Sections 1341 and 1342). ALL CLAIMS SUBJECT TO AUDIT.

Disclosure: Cards are issued by Citibank, N.A. pursuant to a license from MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated. Prepaid Card can be used everywhere Debit MasterCard cards are accepted. Each time you use the card, the transaction amount will be deducted from your available balance. Terms and conditions apply including, as permitted by law, a monthly maintenance fee of \$3 will be applied to all accounts, provided that the fee for months 1-12 will not be collected until the twelve-month anniversary date. Fees thereafter will be collected monthly. Fees will be postponed if either of the following criteria [are/is] met: 1) There have been funds added to the account in the last three months; 2) There have been purchases made with the account in the last three months. The charge will be recurring each month unless the account is active as stated in (1) or (2) above or the balance of the account is \$0.00. The MasterCard Prepaid Card expires 12 months from the date of issuance. Whirlpool Corporation reserves the right to substitute a check of equal value in lieu of a Prepaid Card at its sole discretion.

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FOR THE WAY IT'S MADE.®

