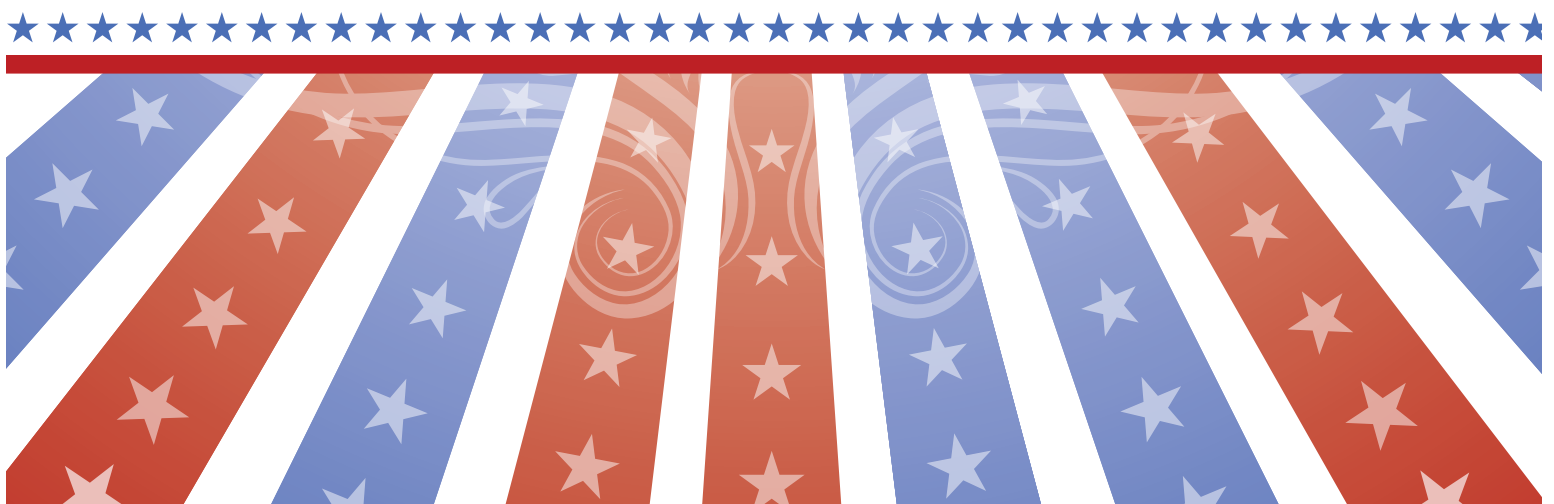


“Support the US Economy and Save” Promotion



It seems we're surrounded by negative news about the economy... gas prices, home foreclosures and the weakening dollar. Whether we are technically in a recession or not, doesn't really matter. What does matter is that we've heard from some Riccar dealers that things aren't as easy out there as they used to be. While we can't lower the gas prices, we decided there was something we could do.

We've created a "Support the US Economy and Save" promotion for Riccar dealers. The promotion is designed to boost your store traffic, remind consumers that Riccar vacuums are built in America and increase vacuum sales. The cornerstone of the promotion is a special Vibrance model.

Limited Edition White Vibrance with Red and Blue Accents

- Similar to a Classic Vibrance with Tools, but with special graphics, a wood brushroll, paper bag and no headlight.
- Hot Promotional Retail Price of \$199
- \$10 Contributed to Your Co-Op Account for Each Unit Purchased
- Dealer Price \$109.95

We are only building a limited number of these vacuums and when they are gone, they are gone. The "\$199 only while supplies last" claim will create a sense of urgency that will encourage those who might be leaning toward holding off on a new vacuum purchase to instead buy today.

While it might be tempting to hunker down and just try to ride out the economic downturn, now's not the time to stop advertising. The solution to declining store traffic isn't less advertising, it's more. To help in this effort, Riccar will contribute \$10 to your co-op account for each Limited Edition Vibrance you buy. Plus, when you run the ad developed for this promotion, we'll reimburse you 75% of the cost of the ad, assuming you have accrued the necessary funds in your co-op account.

In addition, we've written a radio script and have printed postcards to help you spread the word. The same 75% reimbursement goes for the cost of airing the radio spot or for postage fees to mail the postcards.

Plus, there are a variety of other items we've developed for you to use in your store to draw attention to the Limited Edition Vibrance as well as the fact that Riccar uprights are built in America.



These items include:



\$199 Poster



\$199 Counter Card



\$199 Wobbler to attach to vacuums



\$199 Co-op Ad



3'x6' Outdoor Banner



Made in America Poster



Made in America Wobbler to attach to vacuums



Made in America Button

To help recession-proof your business, call your Riccar representative today at **1-800-2-RICCAR** and take part in this exciting promotion.



LRDO-VIBUSA