



International
Comfort
Products®

**GREAT Kick-start for
Fall Sales!**

CONSUMER FINANCE PROMOTION



Citi Retail Services

Take Advantage of Fall Discount on Consumer Financing

Fall Promotion Period:

September 1 to October 31, 2009

with funding end date of November 30, 2009*

This Fall's consumer financing promotion can generate leads, overcome price objections, and help YOU close more sales—and it's easy to participate. Here's why:

- ✓ **6 months Same As Cash at 0% cost to dealer with promotion code**.**

***ICP will now be offering 6 months Same As Cash
which is DIFFERENT from our Spring promotion.***

The "6 month Same as Cash" works as follows: Finance charges accrue on the purchase from the date of purchase and minimum payments will be due each month. If the sales price is paid in full by the Same As Cash promotion expiration date, no finance charges will be owed on the purchase. Otherwise, all accrued finance charges will be owed.

*Funding paperwork must be submitted to Citi Retail Services by **November 30, 2009** to be eligible for the promotional rates on sales approved from September 1 through October 31, 2009. Otherwise the standard dealer cost of 3.65% will apply.

No special registration is required for this promotion! The special promotion code** MUST be used on the Citi Retail Services sales slip. (Dealer MUST be enrolled with Citi Retail Services in order to participate. Allow three weeks for the Citi Retail Services enrollment process.)

**** 6 Months Same As Cash – Promotion Code 13069**

To participate in the ICP financing promotion, Dealer MUST include the model/serial numbers for each sale in the description on the transaction slip. Failure to include the model/serial numbers may result in ICP reversing discount charges back to the dealer.

**Talk to your ICP Sales Representative about enrollment in the
ICP Consumer Financing Program.**

You may request that we not send you unsolicited advertisements by fax. Your request must: a) identify the telephone number(s) of the fax machine(s) to which your request relates; and b) be made to us by phone at 1-800-722-5465 or by fax at 1-800-817-2814. If you follow these steps, our failure to comply within 30 days is unlawful unless you subsequently provide express invitation or permission to us, in writing or otherwise, to send unsolicited advertisements to those fax machine(s).