

Solaire Infrared Grill Demo Rental Program Details and Dealer Participation Requirements

Purpose of the Demo Program: Once a consumer has eaten food prepared from a Solaire Infrared Grill, he is hooked. The challenge is to get more consumers to eat food from a Solaire Infrared Grill. This rental program provides consumers with the opportunity to use a Solaire Infrared Grill in their own backyard using the kinds of foods they like to eat, without a salesman looking over their shoulder. Using the Solaire Infrared Grill themselves will dispel any doubts they may have about buying such a grill. When they then enter a dealer's showroom following the rental period, they are ready, willing and able buyers.

Mechanics of the Demo Program:

- 1) Dealer displays the Solaire Infrared Grill Demo Program Counter Card in their store.
- 2) Consumer visits either <http://solairedemo.com/>, views the video, and reads the copy and the terms/conditions.
- 3) Consumer clicks on the "Order a Demo Grill" link, then completes the purchase of the rental program. (This financial transaction is solely between Rasmussen and the Consumer).
- 4) Rasmussen ships the Solaire Accent Infrared Grill to the consumer via UPS or FEDEX.
- 5) Consumer uses the grill for two weekends and the week in between. After the second weekend, the consumer wipes down the grill and repackages it for shipment back to Rasmussen. (The packaging is user friendly for ease of repackaging while protecting the grill). Rasmussen issues a call tag.
- 6) Rasmussen emails a Discount Coupon to consumer. The coupon will be for the amount specified in the demo rental program at the time of purchase. It is valid for thirty (30) days after date of issue.
- 7) The consumer visits a participating Solaire Dealer and presents the discount coupon. The coupon may be applied to the purchase of any 27" or larger Solaire Infrared Grill.
- 8) The Dealer asks the consumer which size grill, which accessories they wish to purchase and makes the sale.
- 9) The Dealer discounts the amount of the Discount Coupon from the purchase price of the grill.
- 10) The Dealer sends to Rasmussen directly copies of the Discount Coupon and Sales Invoice that shows the name of the consumer, the Solaire Grill purchased, and the application of the discount. (send via email to info@rasmussen.biz, fax to number below, or mail to address below).
- 11) Rasmussen sends a check to the dealer in the amount of 50% of the Discount Coupon Amount.

Please Note: a) The Rental Cost and/or the Discount amount may change from time to time, as we test different price points and markets. The dealer only needs to be concerned about the amount of the discount on the Coupon that is presented to him. b) Rasmussen operates this program from the factory because we can recondition grills to put our "best foot forward" before sending out a demo grill. Dealers are encouraged to have an Accent or other Solaire Grill as a burning demonstrator model to educate consumers in their stores. This program supersedes all previous programs. We reserve the right to change, withhold or withdraw this program or its terms at our discretion. ©2014 Rasmussen Iron Works, Inc.



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