

Exciting Update

To: Lifestyle Sales Team, Lifestyle Screen Dealers, ASW Management

From: Brian Jones

Priority: High

Date: 1.08.2013

Re: Home Show / Event Free Screen Upgrade Incentive

Lifestyle Screens is pleased to be rolling out the **Free Screen Upgrade Incentive** for all dealers displaying the Lifestyle Screen at home shows and events. The incentive is designed to be used by the dealer as a show special / discount during that event.

Use this incentive to drive and close sales immediately at your show / event. The consumer needs to know that this offer is for a limited time only and time is of the essence.

Participation parameters are as follows:

1. You **must** offer the upgraded screen as a free upgrade during the show / event. Offer **must** be prominently displayed at the show. Dealer must furnish photo of promotional advertisement.
2. The show or event **must** be listed on the Lifestyle Screen website..
3. A fully functional Lifestyle display or the Lifestyle miniature display must be used at show / event.
4. The incentive applies **only** to new Lifestyle units ordered.
5. All orders **must** be placed within three (3) business days of show's closing date. NO EXCEPTIONS!
6. This offer may not be combined with any other Lifestyle Screen manufacturer's offer.
7. This offer ends **April 15th, 2013**.
8. Limit of **15** free screen upgrades per dealer, per show / event.
9. All other sales terms and conditions apply.

If you have any questions regarding this incentive offer, please call your Lifestyle Screens representative at 678-926-9700.

Lifestyle Screens reserves the right to request proof of venue and proof of sales to verify pass through of incentive to consumer.