

PROMOTION PLAN

NORITZ/AGL NATURAL GAS RETROFIT PROMOTION

Program Details	
Promotion Name:	Noritz/AGL Natural Gas Retrofit Promotion
Issue Date:	4/17/2015
Promotion Start Date:	6/1/2015
Promotion End Date:	9/30/2015
Promotion Manager:	Stephanie Wilson

THIS DOCUMENT CONTAINS CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION OF NORITZ AMERICA CORPORATION. IT MAY NOT BE DISCLOSED TO ANY THIRD PARTY WITHOUT PRIOR WRITTEN CONSENT FROM NORITZ AMERICA CORPORATION.

The information provided herein is considered confidential and proprietary information of Noritz America Corporation. Recipient agrees to maintain the confidentiality of all proprietary, trade secret information, including confidential pricing data provided in this document. The agreement to maintain the confidentiality of this information extends to any current or future employees or independent contractors of Recipient who are involved in the relevant work and who will have access to the information.

Noritz reserves the right to amend, modify, or cancel the program, or any portion at any time. Amendments to the program are not effective unless they are published by Noritz in formal guidelines or are signed by an authorized Noritz representative. Any exceptions to the program guidelines must be approved in writing by an authorized Noritz representative.

Noritz shall have no fiduciary duties or other special duties of any kind to any independent distributor/dealer/contractor/installer under the program other than as expressly set forth in these guidelines.

Each participating independent distributor/dealer/contractor/installer warrants that its marketing programs and initiatives are in compliance with all antitrust pricing laws and federal/state/local regulations. Noritz does not undertake any legal responsibility for the management and execution of Recipient's marketing programs.

All independent distributors/dealers/contractor/installers must maintain copies of supporting documentation and claim reimbursement paperwork for a minimum of 12 months after reimbursement. You should consult with your accountant and attorney to determine whether you need to retain these records for other business or legal purposes.

Noritz has the right to audit any and all reimbursements under the program. If Noritz later determines that a reimbursement is ineligible, Noritz will charge back the amount of the ineligible claim.

Any violation of these guidelines may result in an immediate revocation of any and all rights to use or display intellectual property (logos, trademarks, creative).

As part of this program, Noritz may collect various information to support its delivery of quality products, services, and program to end users. Information provided to Noritz may be used to evaluate end users reaction to and interest in Noritz products and services, to provide installers with information concerning end user's interest or purchase or Noritz products and services, and to conduct market and research activities including analyzing the collective characteristics and behaviors of end users. Noritz protects collected information in accordance with its Privacy Policy, which is available at www.Noritz.com

OVERVIEW:

The Purpose of this promotion is to provide customers of Atlanta Gas Light Company and Chattanooga Gas, incentives for purchase of Noritz Natural Gas fired Tankless Water Heaters. This program ensures Noritz independent dealers/contractors/installers have a compelling incentive to promote and/or sell Noritz Natural Gas fired Tankless Water Heaters versus competitor products.

Effective Period – Consumer Rebate:

Purchase Date: June 1, 2015 – September 30, 2015

Installation Deadline: October 15, 2015

Claim Submission Deadline: October 31, 2015

Eligible Participants: Residential homeowners, who are customers of Atlanta Gas Light Company and Chattanooga Gas, purchasing Noritz Natural Gas fired Tankless Water Heaters. New construction is not eligible.

CONSUMER PROGRAM SUMMARY:

Program Summary:

Atlanta Gas Light Company and Chattanooga Gas customers, purchasing and installing Noritz Natural Gas fired Tankless Water Heaters through a Noritz independent dealer/contractor/installer will be eligible for a rebate up to \$100 per unit during the promotion period.

Consumer Eligibility:

Residential homeowners that purchase and install eligible products within the promotion period through a Noritz independent dealer/contractor/installer. All installations must be located within the service area of Atlanta Gas Light Company and Chattanooga Gas.

Qualifying Natural Gas Fired Products			
\$100 Rebate			\$50 Rebate
Noritz Condensing Tankless Water Heaters	Noritz Non-Condensing Tankless Water Heaters	Noritz Commercial Tankless Water Heaters	Noritz ValueSolutions Tankless Water Heaters
NRC1111-DV	NR981-SV	NCC1991-DV	NR662-OD
NRC1111-OD	NR981-DVC	NCC1991-OD	NR501-OD
NRC98-DV	NR981-OD	NC380-SV	
NRC98-OD	NR83-DVC	NC1991-DVC	
NRC711-DV		NC1991-OD	
NRC711-OD			
NRC661-DV			
NRC661-OD			
NRCP982-DV			
NRCP1112-DV			
EZTR40			

Noritz/AGL Natural Gas Retrofit Promotion

DETAILED INSTRUCTIONS:

Consumer Requirements:

- Agree to abide by all Promotion Plan parameters and will only be reimbursed for claims following these guidelines
- All reimbursements under the promotion are subject to audit
- Required Documentation
 - Claim Form (Exhibit A) signed by the Noritz independent dealer/contractor/installer
 - Consumer invoice for purchase and installation of qualifying Natural Gas Fired product

REBATE PROCESSING:

- Claims will be processed through Noritz America Corp.
- Claim forms must be received no later than October 31st, 2015.
- Payment:
 - Rebate will be paid in the form of a check in U.S. dollars in approximately 8-12 weeks from rebate submission
 - Consumers can check the status of their claim by emailing info@noritz.com
- All claims will be validated on:
 - Promotion Period
 - Qualifying Products
 - Valid/non-duplicated serial numbers
 - Additional information to be verified:
 - Consumer Name
 - Valid address of installation
 - Valid phone number
- Claims failing to validate on the above points will be denied.
- All reimbursements under this promotion are subject to audit.
- Agree to abide by all Promotion Plan parameters and will only be reimbursed for claims following these guidelines.
- Noritz retains the right to terminate this promotional program at any time.

Claims without support documentation or past the submission deadline will not be processed.

Qualifying Natural Gas Fired Products			
\$100 Rebate			\$50 Rebate
Noritz Condensing Tankless Water Heaters	Noritz Non-Condensing Tankless Water Heaters	Noritz Commercial Tankless Water Heaters	Noritz ValueSolutions Tankless Water Heaters
NRC1111-DV	NR981-SV	NCC1991-DV	NR662-OD
NRC1111-OD	NR981-DVC	NCC1991-OD	NR501-OD
NRC98-DV	NR981-OD	NC380-SV	
NRC98-OD	NR83-DVC	NC1991-DVC	
NRC711-DV		NC1991-OD	
NRC711-OD		*only eligible if installed in a residential application	
NRC661-DV			
NRC661-OD			
NRCP982-DV			
NRCP1112-DV			
EZTR40			

Exhibit A
Noritz/AGL Natural Gas Retrofit Promotion
Consumer Claim Form

Claims without supporting documentation or past the submission deadline will not be processed.

CONSUMER INFORMATION (Please Print):		
First Name*	Last Name*	
Installation Address*		
City*	State*	Zip Code*
Phone*	Email	
Serial Number*	Model Number	
Purchase Date (MM/DD/YYYY)*	Installation Date (MM/DD/YYYY)*	
Consumer Signature*	AGL Customer Account Number	
DEALER/CONTRACTOR/INSTALLER INFORMATION (Please Print):		
Business Name*		
Street Address*		
City*	State*	Zip Code*
Phone*	Email	
Dealer/Contractor/Installer Signature*		

* Required Field

Qualifying Products:

Product Type	Model Number(s)	Rebate Amount
Condensing Tankless	NRC1111-DV, NRC1111-OD, NRC98-DV, NRC98-OD, NRC711-DV, NRC711-OD, NRC661-DV, NRC661-OD, NRC982-DV, NRC982-OD, EZTR40	\$100
Non-Condensing Tankless	NR981-SV, NR981-DVC, NR981-OD, NR83-DVC	\$100
Commercial Tankless*	NCC1991-DV*, NCC1991-OD*, NC380-SV*, NC1991-DVC*, NC1991-OD*	\$100
ValueSolutions Tankless	NR662-OD, NR501-OD	\$50

*Commercial Tankless units are only eligible if installed in a residential application

Required Documentation:

- ☐ Claim Form (Exhibit A) signed by the Noritz independent dealer/installer/contractor
- ☐ Invoice for purchase and installation of qualifying product

How to claim your rebate:

- ☐ Purchase Noritz qualifying product between June 1 2015 and September 30, 2015.
- ☐ Complete the claim form and attach required documentation.

* Only for residential homeowners purchasing Noritz Natural Gas Fired products.
New Construction is not eligible.

Submit Claim Form and required documentation to:

Noritz America Corp – AGL Promotion
11160 Grace Avenue
Fountain Valley, CA 92708

Submission Deadline: October 31, 2015

Please allow 8-12 weeks for processing. To check the status of your rebate, email info@noritz.com

TERMS AND CONDITIONS: See your Noritz independent dealer for complete program eligibility, dates, details and restrictions. Rebate up to \$100 valid on qualifying products only. Noritz America Corporation reserves the right to alter, change or discontinue this promotion at any time. Noritz may use information obtained through this rebate program in accordance with its Privacy Policy located at www.noritz.com.