



# Promotion

## ***The New ezFIT 76,000 BTU*** **\$50 Bock MasterCard® Gift Card Promotion**



During the promotion period, Bock will provide to Bock Representatives one \$50 MasterCard Gift Card for each 76,000 Btu **ezFIT** model water heater purchased. The \$50 gift card is provided to Representatives to use at their discretion in promoting goodwill, excitement and awareness for Bock **ezFIT** commercial gas water heaters.

### **Promotion Rules:**

- Promotion Period: Shipments of **ezFIT** EZ75-76N/LP and EZ100-76N/LP water heaters from December 1, 2009 through June 30, 2010.
- **ezFIT** Products: **ezFIT** EZ75-76 and EZ100-76 (natural gas and LP) are eligible for \$50 Gift Card Promotion.
- Standard Price & Terms: Gift Card Promotion applies only to **ezFIT** products purchased at published prices (X Multiplier) and standard payment terms.
- No Other Promotions Apply
- Debit Card: Gift Card is a prepaid MasterCard® debit card that is redeemable by bearer wherever such cards are accepted. It is mailed to Representative at time of Purchase Order fulfillment and invoicing.
- Activation Required: Each Gift Card must first be activated to be redeemed. Instructions to activate the card are provided in the envelope containing each Gift Card. We recommend Representatives activate cards prior to their dissemination.
- Bock retains the right to determine at its sole discretion eligibility for \$50 Gift Card Promotion.