



Associate Kitchen Specifier

Incentive Program



DISPLAY DISCOUNT

Associated Kitchen Specifier (AKS) may purchase displays directly from Sub-Zero Group West according to the following:

3-5 major units	30% off UMRP
6-9 major units	40% off UMRP
10+ major units	50% off UMRP

When the AKS sells 35 serialized units to their customers in a 12-month period, they will receive an incentive equal to 15% of current UMRP for each serialized unit sold.

When the AKS sells 20 serialized units to their customers in a 12-month period, they will receive an incentive equal to 10% of current UMRP for each serialized unit sold.

AKS INCENTIVE PROGRAM

Each sale must meet all guidelines to qualify:

- Consumer must purchase cabinets through AKS and AKS must provide supporting backup on request.
- Customer must use Factory Certified Installation for all Sub-Zero Group West appliances.
- AKS must submit qualifying invoices within 30 days of delivery for each order to:
www.subzerogroupincentives.com to qualify. All consumer invoices must list the dealer as well as each unit and serial number individually.

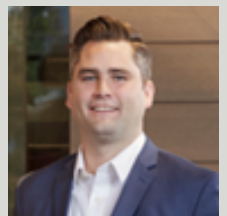


Orange, San Diego, and Desert Counties

Tracy Burge
 Tracy.Burge@subzero.com
 949.371.3708

Los Angeles and Ventura Counties

Caleb Jackson
 Caleb.Jackson@subzero.com
 310.270.5137





— SUB-ZERO GROUP WEST —

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PROGRAM REQUIREMENTS:

Meet the minimum display requirements approved by Sub-Zero Group West:

Cooking: Pro Range or Cooktop/Range Top and Wall Oven

Refrigeration: Full-size Classic or Designer Series Refrigerator

Cleaning: Cove standard or ADA Dishwasher

Agree to the Sub-Zero Group West marketing policies and standards

Maintain proper brand and model education by attending training

Maintain copies of all customer invoices with serial numbers

Maintain current product displays and ensure proper maintenance is performed on products

Associated Kitchen Specifier (AKS) must have current W-9 on file with SZGW

Minimum Unit Qualification: 20 serialized units in a 12-month period. 12 months begins from the authorized dealer's first invoice date to builder for product



655 Anton Blvd.
Costa Mesa, CA 92626
657.269.5874

Sub-Zero Group West reserves the right to modify, change, or cancel the program or its participants at any time.