

April 23, 2013

Introducing our dynamic new North American built High Efficiency Top Load (HE-TL) Laundry Pair with “Water Wave Wash.”

Dear Valued Philco Partner:

Beginning in June, we will have the first production of our newest line of Philco washers and dryers. Our value proposition is clear: An environmentally friendly top load washer that offers **both superior cleanability** and our **gentlest wash action** with easy to use controls.

Place your orders now and take advantage of our HE-TL Promotion described at the bottom of this letter.

10.1 Kg Washers

- MHE10BZDMW
(Arabic & English)
- MHE10BZEMW
(English)



10.1 Kg Matching Dryers

- MED10ZDMW
(English)
- MED10ZEMW
(English)

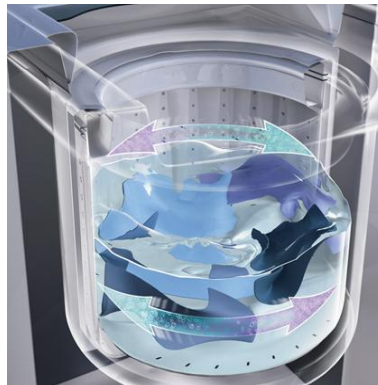
Our Cleanest and Gentlest Wash

Before the wash cycle begins, clothes are completely immersed and saturated with Philco **Pressure Fill** technology. Then, the exclusive **Water Wave Wash** gently spins and pulls water and detergent through clothing for the most thorough and gentle wash ever. This action is aided by our **Premium Wash Action Tub** which spins several times in one direction, then spins in the opposite direction ensuring that all clothes are completely immersed in the water.

Pressure Fill



Water Wave Wash



Premium Wash Action Tub



Consumer Friendly Features:

Simple To Use Controls, Dual Language Control Panel and Easy To Monitor Cycle Progress Indicators

Consumer insight indicates that most people prefer *rotary controls* because they're easier to use and don't require special instructions. However, other consumers like the *precision of electronic controls*. This new line of laundry products will appeal to everyone! With simple, robust **electronic control knobs**, Philco combines the familiarity of **rotary controls with the precision of cutting edge electronic technology**.

For added consumer convenience, washer model MHE10BZDMW and companion dryer model MED10ZDMW are **dual language** with programs and features in both **Arabic and English**.

Plus, all models come with **electronic progress indicators** to let you know the exact stage of the wash or dry cycle.



Washer Model **MHE10BZDMW** with Rotary Controls, Progress Indicators & **Dual Language**



Companion Dryer Model **MHE10BZDMW** with Rotary Controls, Progress Indicators & **Dual Language**

Extended Warranty and Quieter Operation

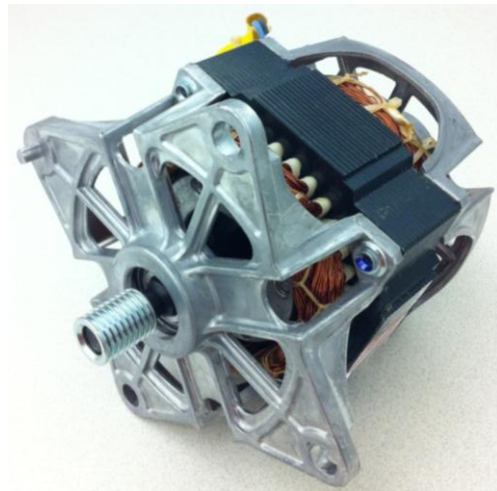
Philco offers a **Lifetime Warranty** on our **Premium Wash Action Tub** and a **7-Year Warranty** (parts only) **on our inverter motor**. Besides the peace of mind that comes with an extended warranty, Philco's inverter motor provides increased reliability and a quieter machine.

LIFETIME TUB

WARRANTY



WARRANTY



Marketing & Launch Support

- To assist you in launching this great new line in your market, please see the attached promotion. In order to qualify for the promotion, your order must be received and credit approved by May 8 and shipped by August 30, 2013.
- Full details on a P.O.S. Kit for this exciting new line of appliances will be forthcoming.
- Please see your Business Development Manager for more details.

Good Luck and Good Selling!