

YOU TALKED, WE LISTENED



NEW ONLINE PRICING MODULE NOW LIVE

Due to your comments via the “You Talked, We Listened” customer feedback portal on myhht.com, we are excited to announce the launch of the Online Pricing Module. This module is now live on myhht.com. The module will allow you to:

- View your effective price in real-time
- Look up a single item or category
- Download the full HHT pricing file
- Create dynamic price views (this replaces static column price books)
- View current & future pricing by item
- Real time stocked item lead times

This module will only be available to direct buying customers, and specifically those with the owner/principal designation in myhht.com. If owner/principals would like to extend access to others within the organization, please contact the myhht.com help desk for instructions.

Please visit myhht.com to learn more about the online pricing module via tutorials on the site.

NEW DEALER LOCATOR AND LEADS LOGIC

Based on feedback from you, we have updated the dealer locators on each of the consumer websites, as well as the logic used to distribute leads to dealer locations. The new logic sends leads to dealers based on the area a dealer services and sells, as well as a dealer’s Authorized Dealer Program status. Please view the [attached document](#) for more information.

Thank you to these customers for their comments via the “comment/complaint” section of the myhht.com homepage:

- Rhea Withers - Fireside Hearth & Home- Utica, MI
- Chad Eberhart - Woodstove Warehouse- Longview
- Brian Schugrue - Blazing Hot Stoves
- Kent Poll - Williams Distributing- Grand Rapids
- Steve Link - Stoves & Stuff- NY

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PRODUCT

2013 VESTA AWARDS



Hearth & Home Technologies took home six Vesta Awards at the 2013 HPBExpo in Orlando, FL, March 14-16. The six Vesta Awards are a testament to Hearth & Home Technologies' consumer-focused product development process. These products are not only innovative, but are sure to create excitement and sales on your show floor.

The Vesta Awards honor companies whose products demonstrate the best innovative design and technology in the industry. Judging teams are made up of retailers, distributors, product designers, test lab engineers, affiliate leaders and industry experts. For the sixth time, Hearth & Home Technologies took top honors with Best-in-Show at the Vesta Awards.

The six Vesta Awards are highlighted below:



WINNER! Best-in-Show: Hearth Products
Heat & Glo Energy Pro



WINNER! Central Heating Systems
Heat & Glo Energy Pro



WINNER! Hearth/BBQ Components & Controls
IntelliFire™ Touch Control Series



WINNER! Pellet Products
Harman Absolute



FINALIST: Art of Fire
Heat & Glo REVO Series



FINALIST: Gas Product
Heat & Glo REVO Series

SIMPLIFIRE ELECTRIC FIREPLACES NOW AVAILABLE FOR DISPLAY PRE-ORDER

Hearth & Home Technologies® is pleased to announce launch of the new SimpliFire™ brand of electric fireplaces. The electric fireplace trend is alive and thriving, and the new SimpliFire line of products meets that trend with unmatched ease and comfort. This premium line will feature 8 units (7 for Canadian Customers) across the three most popular platforms, Wall-Mount, Cabinet and Built-In. The trend is real and the potential is growing. Capitalize on Fire Made Simple.

Product will be available for shipment beginning in May 2013.

New SimpliFire line sales information and brochure are available at the links below. Complete marketing materials including photos, video, sell cards, owner's manuals and price sheets are available on myhht.com.

- [Dealer Sales Primer](#)
- [Installing Distributor Sales Primer](#)
- [Brochure](#)
- [Display Pre-Order Form](#)

For a limited time, HHT is offering a 50% display credit on select SimpliFire units. This offer is available from now until July 1, 2013. Some exclusions apply. Contact your Account Manager for offer specifics.

WEBINAR: HOW WILL THE 2012 IRC CODE IMPACT HEARTH PRODUCTS?

Are you wondering how the 2012 IRC Code will impact your hearth products business? Join us for an informational webinar, hosted by Gregg Achman - VP of Engineering and Standards for HHT. We will share with you a summary of the code changes, and answer your questions.

WEBINAR INFORMATION:

- April 8th, 12-1pm CDT
- PHONE
 - Call-in: 866-225-0660
 - Access Code: 4116837
- WEB
 - Conference URL: <https://www.connectmeeting.att.com>
 - Meeting Number: 866-225-0660
 - Access Code: 4116837

PROGRAMS**NEW MYHHT SALES TOOLBOX IPAD APP FOR HEAT & GLO — AVAILABLE SOON!**

We are excited to launch the new myhht Sales Toolbox iPad App for Heat & Glo. The App provides quicker, easier access to selling content for sales representatives selling to consumers in a showroom. With a few simple touches on your iPad, you are able to access product brochures, installation manuals, videos, images, MSRP pricing and more! Even if you sell more than one brand, you can easily access other product and brand information within the same myhht Sales Toolbox App. The App will be available for FREE download from the Apple app store! Keep an eye on your inbox for our launch e-mail with the link to download.



IPAD CO-OP

Hearth & Home Technologies is offering 50% co-op on iPad purchases. This offer will cover up to \$200 on the base level, 16 GB iPad 2. The co-op offer is available from 3/15/13 - 6/30/13, all claims must be submitted within 45 days of purchase via myhht.com. Please speak with your Account Manager regarding any questions.

JOIN MYHHT REWARDS IN THE DOMINICAN REPUBLIC!

myhhtrewards We are excited to announce that myhht Rewards is heading to the Dominican Republic in 2014! At the end of the year, the top Sales Representatives and Owners in the program will enjoy an all-inclusive trip for themselves and a guest at the Hard Rock Resort in Punta Cana from Monday, April 28 - Friday, May 2, 2014.

The Hard Rock Resort is nestled in lush landscapes between the Caribbean Sea and Atlantic Ocean. It provides an all-inclusive experience featuring 15 pools, 9 restaurants, a Nicklaus designed golf course, and an astonishing Spa all cradled by the beautiful beaches of the Caribbean. It also provides the entertainment and nightlife that only the Hard Rock can offer.

As a reminder, sales representatives can enter myhht Rewards points anytime through warranty registration and redeem their points in the extensive rewards catalog on myhht.com. While myhht Rewards points never expire, eligibility for the Dominican Republic is based on eligible product sales from January 1 - December 31, 2013. Watch for the detailed program brochure to arrive this month.

NEW MYHHT REWARDS SCORECARD ON MYHHT.COM

New for 2013 the below features are now available from the customer scorecard page on myhht.com:

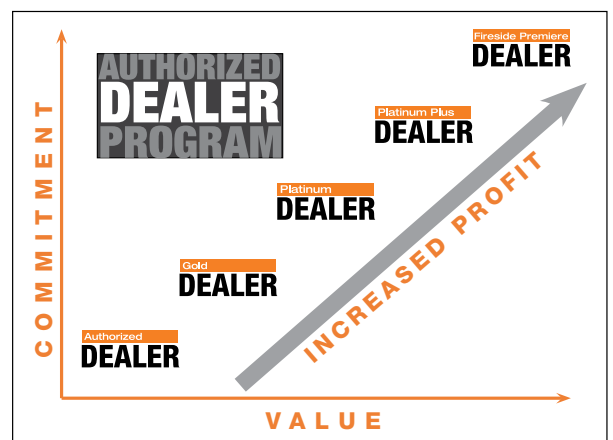
- See your myhht Rewards Points
- See your trip ranking
- View your online training completion
- View the myhht Rewards Catalog
- Register new sales

You can view this new scorecard on myhht.com under Sales Support - myhht Rewards.

2013 AUTHORIZED DEALER PROGRAM

The Authorized Dealer Program continues in 2013 with many enhancements that will benefit you and your hearth business. For the past 5 years, we have introduced increased benefits along with a high level of partnership and this year is no exception. As you increase your commitment to us and move up the tiers, the value and increased profit for you become greater.

We are excited to announce a new top tier within the Authorized Dealer Program called Fireside Premiere. Customers that qualify for this top tier are held to the highest standards of sales, displays and training while also receiving the most benefits within the program including display credits, co-op advertising dollars and priority call routing. To find out more about the 2013 Authorized Dealer Program and the new Fireside Premiere tier, contact your Account Manager.



2013 AUTHORIZED INSTALLING DISTRIBUTOR PROGRAM

The Authorized Installing Distributor Program continues in 2013 with several key upgrades including additional program levels and benefits. The new levels of Authorized, Gold, Platinum, Platinum Plus and Premiere offers our customers greater flexibility by brand. We are excited to announce the new top tier, Premiere, which replaces the Alliance Partner Program. The Premiere level provides customers with top benefits including a growth rebate, priority call routing, and enhanced display credits. To find out more about the 2013 Authorized Installing Distributor Program, contact your Account Manager.

HHT INFORMATION**2013 PRICING ACTION**

On March 25th, HHT announced its 2013 pricing action via mailed letter and email. In addition to the pricing action, this letter contained a list of obsolete items. If you did not receive this letter, please contact your Account Manager.

BRAND USE STUDY BY BUILDER MAGAZINE

Builder Magazine recently released its 2013 Brand Use Study. Over 11,000 builders were surveyed on their familiarity and usage of brands in a variety of building material categories.

This year, Heatilator and Heat & Glo tied for the #1 position in overall brand familiarity, and enjoyed a 30% increase in familiarity versus last year. When asked what brands they had used in the past 2 years, Heatilator came out as the #1 brand, with Heat & Glo following at a close second, and again, both saw a 30% increase from prior year versus other brands that stayed relatively flat or declined.

It is clear that our combined sales and promotional efforts are making a difference in the market, and we will continue to strive for even greater brand strength with builders this coming year. Thank you for your efforts!

HPBEXPO RECAP

Thank you to all who attended HPBExpo 2013 and spent time with us. We very much missed those that were unable to attend. If you did not attend, here is what you missed:

25 NEW PRODUCTS

5 brands. 4 fuel types. And 25 new products. We've been busy—creating the best products available.



6 VESTA AWARDS

Exactly what you should expect from the industry leader: more awards than any other manufacturer.



PROGRAMS AND SUPPORT

The best got even better—with enhanced dealer programs, and focused marketing, training and service support.



CUSTOMER AWARDS AND RECOGNITION

Our customers are the best. It was time to celebrate and formally recognize their accomplishments.



Additionally, a copy of the breakfast meeting presentation is available on myhht.com in the news feed section on the home page.

INDUSTRY INFO

FEBRUARY JOBS: CONSTRUCTION REPORTS A MAJOR BOOST

In the Bureau of Labor Statistic's February 2013 employment report, the construction industry added a whopping 48,000 new jobs. [Read More.](#)

HOUSING, MANUFACTURING GIVE US ECONOMY LIFT

Gains in housing and manufacturing propelled the U.S. economy over the winter, according to reports released Tuesday, and analysts say they point to the resilience of consumers and businesses as government spending cuts kick in. [Read More.](#)