



February 1, 2011

RE: Lead Time Discount (LTD) Program

Dear Valued Customer:

Thank you for participating again this year in the Lead Time Discount (LTD) program. Since we launched this industry leading program in 2009, customers like you have benefitted from more than \$2,000,000 in LTD discounts. Your planning and participation helped us find a better way to ensure you have the right product at the right time in your stores.

The LTD program continues into 2011 and we are excited to offer you the benefits of LTD savings on an on-going basis. The attached document outlines the features of the LTD program. The unique combination of savings and flexibility built into this ongoing program allow you to save big throughout the year. Also included are details on the 2011 Flooring Program. If you are not already participating in the LTD program, please contact your Account Manager to ensure you are taking advantage of these programs to the fullest extent.

We thank you and hope you will continue to find our industry leading programs help you accurately manage your inventory while maximizing your savings. Your business and especially your continued support and commitment to the Hearth & Home Technologies brands is important to us. We look forward to a wonderful and successful 2011 with you.

Sincerely,

A handwritten signature in black ink that reads "John Shimek".

John Shimek
Sr. VP – Dealer Sales

A handwritten signature in black ink that reads "Jeni Forman".

Jeni Forman
VP – Dealer Marketing