

**BRADFORD WHITE REWARDS TERMS & CONDITIONS**

Offer: Bradford White Corporation ("Bradford White") is the Sponsor of this program. Bradford White Rewards provides participants with the ability to earn reward points for purchases of qualifying Bradford White products as outlined through the promotions published on the program website, [www.bradfordwhiterewards.com](http://www.bradfordwhiterewards.com), which is also used for the redemption of rewards.

Eligibility: Membership in the Bradford White Rewards program is open to professional contractors who are trained in installing and maintaining qualifying Bradford White products. Participants must be 18 years of age or older and legal residents of the United States of America. Employees and immediate families of Bradford White, wholesale distributors, and Bradford White's designated program administrators are not eligible. Bradford White reserves the right to deactivate or terminate a participant from Bradford White Rewards for any reason at any time.

Registration: To register, participants must go to the program website [www.bradfordwhiterewards.com](http://www.bradfordwhiterewards.com) and fill in all required fields of information requested. Failure to provide all requested information during the registration process will result in an invalid registration. During registration, participants will be asked to read and agree to the Bradford White Rewards program Terms & Conditions. If the participant opts not to agree, their registration will be invalid. Providing fictitious, incorrect or false information may result in the termination of a participant's account, forfeiture of points, and recovery for rewards issued. Registration in this program serves as the participant's consent to the collection and use of their information in accordance with the administrative and management of this program as well as consenting for their name and likeness to be used for Bradford White Rewards promotion and publicity purposes.

Points: Earning points requires that the participant adheres to the promotion guidelines as published on the website. Participants must follow all instructions for entering submissions and providing appropriate documentation for review, audit, and validation. Submissions will be reviewed, and if approved, points will move from pending to active points in participant's account where points will be available for redemption. Points will not be issued onto a card, certificate or other instrument and will only be available to the participant through the participant's account.

If the submission is denied, points will not be applied and pending points for that submission will be removed from participant's account. Points that are pending may not be redeemed for rewards unless and until active. Points can only be redeemed for rewards offered through the Bradford White Awards Center. Awards can only be redeemed if the participant has a sufficient point balance to redeem for the reward point level selected. Points are not redeemable for cash and are non-transferable. Determination of when points expire is left to the sole discretion of Bradford White. Points are not property and earned points do not grant the participant any property rights. Points are not subject to any laws applicable to property, including, without limitation, unclaimed property.

Submission and Documentation: It is the participant's responsibility to correctly follow the submission and documentation guidelines as outlined on the program website. Using the purchase invoice, the participant must enter all the required fields of information requested on the online submission form and click the Submit button to complete the online submission process. A completed online submission results in the issuance of a Purchase ID number. The participant must include the Purchase ID number on a hard copy of the purchase invoice and mail to: Bradford White Reward Headquarters, 13 S Third Street, Suite 500, Philadelphia, PA 19106 USA

For a submission to be considered a valid submission, thus making it eligible for review and audit, the participant must enter their purchase invoice information on the website's online submission form followed by mailing in a hard copy of the purchase invoice which matches the online submission for that Purchase ID. Any submissions entered online that are not accompanied by a hard copy of the corresponding invoice is considered an invalid submission and will not be reviewed or awarded points. All hard copy invoice back up mailed to Bradford White Reward Headquarters must have been submitted online and assigned a Purchase ID. The Purchase ID number must be written on the invoice copy or the mailed entry will be disqualified. Any hard copy invoices submitted to Bradford White Rewards Headquarters without a corresponding online invoice will be disqualified. Submission entries and corresponding documentation that contain altered and/or fraudulent information will be disqualified from review, and will result in the participant's termination from the program and may be subject to recovery for rewards.

Awards: All points earned in Bradford White Rewards must be redeemed through the Awards Center which is accessed through the website. It is the participant's responsibility to enter accurate shipping information when redeeming rewards. Bradford White is not responsible for lost or damaged rewards. Reward warranties and stipulations are the sole responsibility of the participant.

Audit: Bradford White reserves the right to audit any or all submissions and require additional support from participant at any time for any reason. Determination of a verified submission is authorized by Bradford White and its program administrators only. By participating in this program, participant understands and accepts that Bradford White and/or its program administrators will conduct the review process. Bradford White is not responsible for lost or incomplete entries made through the website and/or sent through mail. Bradford White is not responsible for the participant's access capability to the program website or any communication or entry errors that occur when using the website. Information compiled by Bradford White and its program administrators will be treated as confidential.

General Provisions: Bradford White reserves the right to change the format, elements, rules, promotions, points structure, awards, and may cancel or modify the program at any time without prior notice. These changes may result in a participant's reward point value reduction or elimination and/or cancellation of participant's rewards. Any Federal, state, or local tax liability is the sole responsibility of the participant.

By participating in Bradford White Rewards, participant agrees and is bound by these Rewards Terms & Conditions. Participant also consents to give Bradford White the use of their name, photograph, and/or likeness for promotional purposes without additional compensation, except where prohibited by law. By receiving an award, participant agrees and acknowledges to release Bradford White and its program administration partners from any and all liability for loss, damage, or injury in respect to receiving, owning, using or misusing any award.

Any attempt by participant(s) to violate, damage, falsify information or undermine the operation of the website and overall Bradford White Rewards program will be in violation of these Terms & Conditions, and Bradford White reserves the right to seek damages from participant(s) to the fullest extent permitted by law.

Consent: Acceptance of these Terms & Conditions acknowledges that you are now a Bradford White Rewards Participant as referenced in the Terms & Conditions and are bound under these Terms & Conditions for the duration of your participation in the program.

Contact: Bradford White Rewards Headquarters • 13 S Third Street, Suite 500, Philadelphia, PA 19106 USA

Phone: 800.222.8380 Email: [admin@bradfordwhiterewards.com](mailto:admin@bradfordwhiterewards.com) • [www.bradfordwhiterewards.com](http://www.bradfordwhiterewards.com) 5377231\_3

**Purchase Bradford White Commercial Water Heaters and Earn Points for a *HUGE* Choice of**

*Great Rewards!*

Bradford White Rewards is an exclusive incentive program for professional installers only. When you become a Rewards Member, every time you purchase a Bradford White Commercial Water Heater you'll earn points redeemable for an almost endless choice of great rewards. Membership is free and the program is simple and above all else, very rewarding!

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Visit [www.bradfordwhiterewards.com](http://www.bradfordwhiterewards.com) and become a



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BRADFORD WHITE  
REWARDS™

# Commercial

## WATER HEATER INCENTIVE PROGRAM

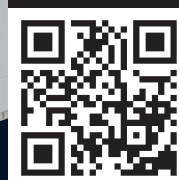
### GREAT REWARDS AWAIT!



Get 25  
FREE Bonus  
Points for  
Signing Up!

BECOME A  
REWARDS MEMBER  
TODAY!

JOIN NOW!  
Scan QR Code



## GETTING STARTED IS SIMPLE!

- Visit [www.bradfordwhiterewards.com](http://www.bradfordwhiterewards.com) and register to become a Rewards Member. Registration only take a few minutes and it's totally FREE! **Plus you'll get 25 FREE Bonus Points just for signing up!**
- Once you're registered, you automatically become a Rewards Member and can start earning points on any Bradford White Commercial water heater purchased on or after September 1, 2012.
- Earn points by submitting your purchases on the Rewards Website then email, fax or U.S. mail a copy of your purchase invoice for verification.
- Once your purchases are verified, the points you earned will be added to your account.
- Redeem your points for an almost endless choice of great rewards! Gifts cards, electronics, sporting equipment, vacation packages – you name it. It's that simple!

Sign Up at [www.bradfordwhiterewards.com](http://www.bradfordwhiterewards.com)