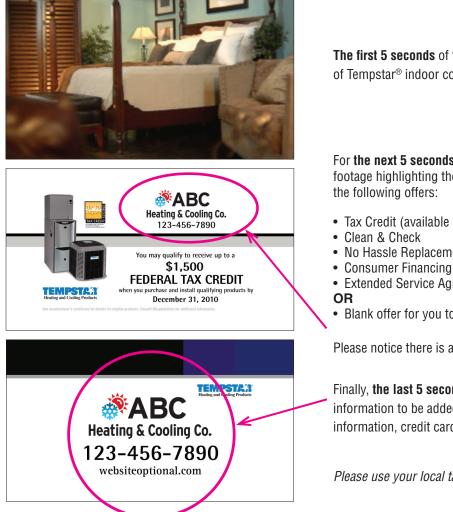
Ready-To-Go Modules Make TV Advertising Easy!

The broadcast-quality Beta SP tape provided lets you create your own impactful **15-second TV spot** that gets results.



The first 5 seconds of the TV ad is a lifestyle segment of Tempstar[®] indoor comfort.

For the next 5 seconds of the ad, we've provided ready-to-air footage highlighting these offers. You can choose from

- Tax Credit (available only through the end of 2010)
- No Hassle Replacement[™] limited warranty
- Extended Service Agreement
- Blank offer for you to customize

Please notice there is a space to add your own information.

Finally, the last 5 seconds allow for more dealer information to be added. For example, you can add contact information, credit cards accepted, etc.

Please use your local talent for the voice-over.

Your local broadcast partners can also visit **GoTempstar.com** to obtain elements you may need for customization.



QUALITY YOU CAN FEEL

Your TV Commercial Is Here...

With Flexibility To Use It How You Want To Use It!

Our TV campaign is all about flexibility, which means that creating your own TV commercials has never been easier or more convenient. You can utilize these materials in two different ways:

by tagging already completed commercials with your company information and/or offer by local voiceover talent
by assembling your own commercial from the provided audio/video modules to create your individualized message

COMPLETED COMMERCIALS (10 second completed + 5 second dealer tag)	INDIVIDUAL COMMERCIAL MODULES (5 second seasonal footage + 5 second offer + 5 second dealer tag)
Sample Winter Spot (15 seconds) (do not air)	Seasonal Footage Options (no voiceover, 5 seconds) Winter
Edited Commercials To Be Tagged Before Airing (5 second seasonal footage + 5 second offer) Winter - No Hassle Replacement Winter - Maintenance/Home Comfort Clean & Check Winter - Financing Available Winter - Extended Service Agreement Note: You may add your company information to the top portion of the offer tag screen.	Summer Offer Screen Options (no voiceover, 5 seconds) No Hassle Replacement Maintenance/Home Comfort Clean & Check Financing Available Extended Service Agreement Black Offer Screen (no voiceover, 5 secondo)
Sample Summer Spot (15 seconds) (do not air)	Blank Offer Screen (no voiceover, 5 seconds) Blank Dealer Screen (no voiceover, 5 seconds)
Edited Commercials To Be Tagged Before Airing (5 second seasonal footage + 5 second offer)	Voiceover Options for Seasonal Footage (5 seconds)
Summer - No Hassle Replacement	Winter
Summer - Maintenance/Home Comfort Clean & Check	Summer
Summer - Financing Available	
Summer - Extended Service Agreement	Voiceover Options for Offers (5 seconds)
Note: You may add your company information to the top portion of the offer tag screen.	No Hassle Replacement Maintenance/Home Comfort Clean & Check Financing Available
Add your own company name, phone number, and web address in the dealer tag space, and create your	Extended Service Agreement
own voiceover (5 second dealer tag)	Licensed Music Bed Options (no voiceover, 5 seconds)
(5 second dealer lay)	Winter
	Summer



QUALITY YOU CAN FEEL