

EARN GIFT CARDS WITH EVERY PURCHASE

**AND ENTER TO
WIN A CRUISE!**

NO PURCHASE NECESSARY



THANK
YOU!



innovative living™

SAIL AWAY ESCAPE GIVEAWAY

c/o ECR International, Inc.
2201 Dwyer Avenue
Utica, New York 13501



Follow Us On...



**SAIL
AWAY
ESCAPE GIVEAWAY**

**GET ON BOARD WITH ECR
INTERNATIONAL PRODUCTS**

EARN GIFT CARDS WITH EVERY PURCHASE

**AND ENTER TO
WIN A CRUISE!**

EARN GIFT CARDS WITH EVERY PURCHASE AND ENTER TO WIN A SAIL AWAY ESCAPE GIVEAWAY FROM ECR INTERNATIONAL!

Receive an American Express Gift Card with every qualifying purchase of an ECR Brand product listed below from July 1st, 2010 through August 31st, 2010. Plus become eligible to win a "SAIL AWAY ESCAPE."

QUALIFIED PRODUCT AMERICAN EXPRESS GIFT CARD VALUE

95M Series Condensing Gas Boiler	\$100
90-100 or 90-200 Series Condensing Gas Boiler	\$75
Cast Iron Boiler	\$50
Oil Furnace	\$50

Gift Card Offer Rules:

- Only contractors are eligible to participate. Participating contractors must meet all qualifications as described.
- Only purchases of Airco, Dunkirk, Olsen, and Utica Brand Products from July 1, 2010 through August 31, 2010 qualify for this offer. (Utica Heating brand products do not qualify.)
- To redeem purchases for gift cards, Distributor's invoice showing qualified purchase including date, model number and serial number must accompany redemption form below.
- All redemptions must be received by September 30, 2010. Gift card fulfillment for the entire promotion will take place after September 30, 2010. It is the contractor's responsibility to contact ECR with any gift card issue resulting from this promotion by November 30th, 2010. No gift card claims resulting from this promotion will be honored after November 30th, 2010. If the contractor fails to use the gift card prior to its expiration date no replacement will be issued by ECR.
- All redemptions subject to verification. This offer is void in all jurisdictions where prohibited or subject to registration. Contractors residing in any such jurisdiction are not eligible to participate.
- ECR International, Inc. is not responsible for late, lost, stolen, damaged, incomplete, misaddressed or misdirected redemptions or communications.
- This offer cannot be combined with any other ECR International, Inc. brand promotion including any promotion offered in conjunction with a Utility provider.

CONTEST RULES AND DETAILS:

SAIL AWAY ESCAPE GIVEAWAY – Official Rules (Void Where Prohibited – No Purchase Necessary)

- Sponsor Name/Address: This Giveaway is sponsored by ECR International, Inc., 2201 Dwyer Avenue, Utica, New York 13501 (the "Sponsor").
- Prize: One individual will be awarded a prize (the "Prize") consisting of: round trip airfare for two adults departing from designated destinations or major airports; 3 Day, 2 night hotel accommodations for two adults chosen from a list of select premier hotels; 5 Day, 4 night category 1 cabin accommodations for two adults aboard a Carnival or Royal Caribbean ship, choice of multiple cruise itineraries departing from Port Canaveral, Miami or Tampa. All onboard meals are included. All entertainment is provided by, and subject to terms imposed by, the individual cruise line. Use of health spas and workout facilities, children's activities, casinos and gaming provided, and subject to terms imposed by, the individual cruise lines. Winner may not pay the difference to receive a higher value trip. Winner may work with the vendor "Capital Marketing" Phone: (800-238-5659) to "upgrade," i.e. add days, rental cars, upgrade destination, rooms, cabins, etc. All additional costs will be the responsibility of the winner. Upgrades will depend on availability. Trip must be completed by one year from the date travel vouchers are issued; dates of travel are subject to availability; blackout dates and other restrictions on travel may apply. The Prize has an approximate retail value of \$3,500.
- Winning: All Giveaway entries received during the time period prescribed by and otherwise conforming with these Official Rules shall be entered into a random drawing to be held on October 1, 2010 at the corporate headquarters of the Sponsor. Potential Prize winner must meet all eligibility requirements set forth in these Official Rules. The odds of winning depend on the total number of entries received. All entries have an equal chance of winning.
- Entry by Purchase: Licensed contractors making a purchase of Qualified Equipment (as defined below) between July 1st, 2010 and August 31st, 2010 and submitting a redemption form conforming with the "Gift Card Offer Rules" specified above shall be automatically entered into the Giveaway. Redemption forms must be received by United States mail addressed to: Sail Away Escape, c/o ECR International, Inc., 2201 Dwyer Avenue, Utica, New York 13501. To be eligible for the Giveaway, redemption forms must be received by the Sponsor not later than September 30th, 2010. Qualified Equipment includes any of the following sold under a brand name of the Sponsor, including Airco, Dunkirk, Olsen, and Utica Boilers:
 - 95M Series Condensing Gas Boiler
 - 90-100 or 90-200 Series Condensing Gas Boiler
 - Cast Iron Boiler
 - Oil Furnace
 (Utica Heating brand products are not eligible) One giveaway entry per each purchase of Qualified Equipment is allowed.
- Alternate Form of Entry: No Purchase Necessary. No purchase is required to enter into the Giveaway. An entry form not requiring purchase of Qualified Equipment may be obtained by written request addressed to: SAIL AWAY ESCAPE GIVEAWAY, c/o ECR International, Inc., 2201 Dwyer Avenue, Utica, New York 13501. All non-purchase entry forms must be received by the Sponsor not later than September 30th, 2010 by United States mail addressed to: SAIL AWAY ESCAPE GIVEAWAY, c/o ECR International, Inc. 2201 Dwyer Avenue, Utica, New York 13501.
- Claiming Prize: Prize winner will be notified of winning by the contact information provided on the redemption form or non-purchase entry form. In the event entrant cannot be contacted using the contact information supplied on the redemption form or non-purchase entry form, or if notification is undeliverable, the Prize will be forfeited in the sole discretion of the Sponsor and a Prize winner may be selected in a random drawing from the remaining Giveaway entries. The Prize is non-transferable, with no cash redemptions or substitutions except at Sponsor's sole discretion. Prize winner is responsible for all applicable taxes.
- Eligibility: In order to be eligible for the Prize, an entrant must be at least 18 years old as of the date of entry, a legal U.S. resident and a licensed HVAC contractor. Residents of Florida, Ohio and Puerto Rico are not eligible to participate in the Giveaway. A valid driver's license or other state-issued identification bearing the entrant's date of birth and permanent address, as well as proof of contractor license, will be required to establish eligibility for the Prize. The Sponsor will retain a copy of such identification for its records. Prize winners will be required to complete and return (i) an affidavit of eligibility, and release Sponsor from any and all liability, claims, demands and causes of action for death, personal injury and/or damage, theft, or loss suffered in connection with the Giveaway or the use of the Prize or any portion thereof; and (ii) where permitted, a promotional release granting the right to use his or her name and likeness for advertising and publicity purposes without additional compensation, within 30 days of notification to be eligible for the Prize. Entry into this Giveaway constitutes each entrant's agreement to sign such documents if they are selected as the Prize winner. The receipt of the Prize by Prize winner is conditioned upon compliance with any and all federal, state and local rules and regulations. The Giveaway is not open to employees of the Sponsor, its subsidiaries, affiliates or members of their immediate families.
- Governing Law: This Giveaway and the rights and obligations of the Sponsor, entrants and Prize winner will be governed and controlled by New York law applicable to contracts made and performed therein, without regard to its conflict of laws provisions. All actions, proceedings and litigation relating hereto will be instituted and prosecuted solely within the State of New York, Erie County. The parties consent to the jurisdiction of the state courts of New York and the federal court located in Erie County, New York with respect to any action, dispute or other matter pertaining to or arising out of this Giveaway.
- General: The Sponsor is not responsible for late, lost, stolen, damaged, garbled, incomplete, misaddressed, or misdirected entries or communications. Sponsor reserves the right, in its sole discretion, to modify, cancel, terminate or suspend this Giveaway should any causes beyond Sponsor's control corrupt or affect the administration, security, fairness, integrity or proper conduct of this Giveaway. Sponsor reserves the right, in its sole discretion, to disqualify any entrant from this Giveaway or any other promotion conducted now or in the future by Sponsor or any of its affiliates if the entrant tampers with the entry process or if his or her fraud or misconduct affects the integrity of this Giveaway. Sponsor reserves the right to correct clerical or typographical errors in promotional materials. By participating in this Giveaway, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of Sponsor and warrants that s/he is eligible to participate in this Giveaway. By accepting the Prize, the Prize winner, agrees to release Sponsor, its customers, directors, employees, officers, and agents from any and all liability, loss or use or misuse of the Prize, participation in this Giveaway or any prize-related activities.
- Winners List: For a list of the Prize winner, send a stamped, self-addressed envelope to the following address by December 31st, 2010: SAIL AWAY ESCAPE GIVEAWAY, c/o ECR International, Inc. 2201 Dwyer Avenue, Utica, NY 13501.

BACK BY POPULAR DEMAND!

SPECIFY AND INSTALL THESE QUALITY ECR INTERNATIONAL BRANDS



GOOD NEWS! FOR YOUR CUSTOMERS

The following models qualify for 30% of cost us to \$1,500 in Federal Tax Credits:

- 95M
- 90-100
- 50, 75 & 100 MBH models
- 90-200
- 125, 150 & 200 MBH models
- G95V
- 60, 85, 100 & 120 Input MBTU models
- GTHB/GTHC
- 40, 50, 60, 80, 100 & 120 Input MBTU models

For more info visit:
www.energystar.gov/index.cfm?c=products.pr_tax_credits

SAIL AWAY ESCAPE GIVEAWAY – OFFICIAL REDEMPTION FORM

Please attach copies of your Distributor's invoice(s) showing qualified purchases. Send completed redemption form and invoices to the address below. Redemptions must be received by September 30, 2010.

SAIL AWAY ESCAPE GIVEAWAY
c/o ECR International, Inc.
2201 Dwyer Avenue
Utica, New York 13501

Phone: 315/797-1310 • Fax: 315/733-1759

Web: www.ecrinternational.com



First Name/Last Name: * _____
*Both required to issue Gift Card.

Company Name: _____

Mailing Address: _____
(No P.O. Boxes)

City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Date of Purchase: _____
Include Area Code

E-mail Address: _____

Distributor Name: _____

Distributor Invoice Number: _____

Model Number: _____

Valid Serial Number: * _____
*Required