



ADVERTISING MADE EASY!

# MEMBER NOTICE:

Wednesday, March 3, 2010

## MARCH CIRCULAR CORRECTION

An error has been brought to our attention in the March *Slam Dunk Rebate Savings* circular.

The product headline and supporting copy for the Frigidaire Affinity washer (FAFW3511KW), featured on page 1, reference a matching electric dryer. The dryer is not shown. The price listed is for the washer only but the consumer could mis-interpret that this is a pair price.

We have attached a correction notice that we recommend you print and post in your store near this product to alert consumers to this correction. Note that on the back of all circulars we always include the following disclaimer: *“Any typographic, photographic, or production errors are subject to correction in pricing and description”* just to cover an instance such as this.

We apologize for this error and any inconvenience it might cause you or your customers.

*Your AME Marketing Team*





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The product headline and supporting copy for the Frigidaire Affinity Washer (FAFW3511KW), references a matching electric dryer. The dryer is not included. The price shown is for the washer only.

We apologize for this error and any inconvenience it might have caused.

Thank you -

*Management*

An advertisement for a Frigidaire Affinity Front-Load Washer and Electric Dryer. The washer is shown on the left. To the right, the text reads: "FRIGIDAIRE affinity. FRIGIDAIRE AFFINITY FRONT-LOAD WASHER AND 7.0 CU. FT. ELECTRIC DRYER. WASHER: • 7 Wash Cycles • 17 Options • Delay Start • 1000 RPM Spin Speed • Stainless Steel Tub #FAFW3511KW. DRYER: • 7 Drying Cycles • 12 Options • Moisture Sensor • Express-Select Controls #FAGE7011KW". A price tag shows a regular price of \$699, crossed out, and a final cost of \$449. A yellow tag shows the breakdown: Regular Price \$699, Mail-In Rebate -\$50, Instant Rebate -\$200, and Final Cost \$449. The text "Optional Pedestal Sold Separately" is at the bottom.