

Cash for Trash

EQUIPMENT BUY-BACK PROGRAM



VALID DATES
May 1st – Dec 31st, 2010



Are You Interested In Revolutionizing Your Kitchen?

RATIONAL is Ready to Buy Your Traditional Cooking Appliance!

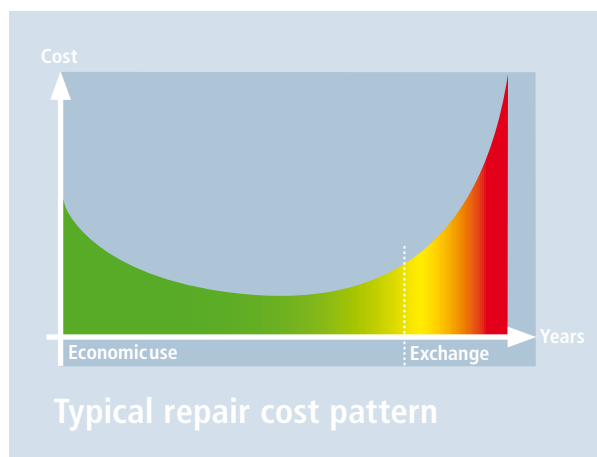
THE ONLY SELFCOOKING CENTER®

- › Offers consistency and efficiency at a touch of a button
- › Brings profitability into your foodservice operation from day 1
- › Always free of limescale – Always safe

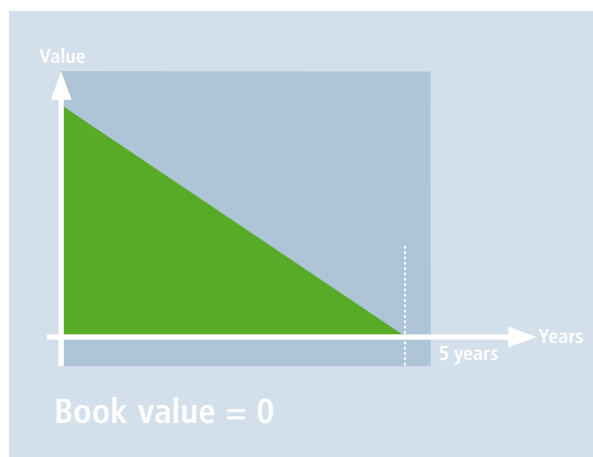
To learn more about the RATIONAL SelfCooking Center® and this incentive program, reserve your space at a TeamCooking Live® Culinary Event today. Contact RATIONAL at **888-320-7274** or go to www.rationalusa.com to sign up for an upcoming event in your area!

The 5 most important benefits for replacing your traditional cooking appliance with the World's Only SelfCooking Center®

- › No rising repair costs for your old equipment
- › Lower failure risk
- › Old appliances already fully written off
- › Financial incentive
- › Turn key solution



REPAIR COSTS OF EQUIPMENT INCREASES AFTER APPROXIMATELY 5 YEARS.



AS A RULE (ACCOUNTING) APPLIANCES ARE WRITTEN OFF AFTER 5 YEARS.

Cash for Trash – Incentive Options:

1ST OPTION
WE PAY FOR
YOUR OLD APPLIANCE

2ND OPTION
YOU DOUBLE THE REBATE AND
USE IT TOWARDS ACCESSORIES

SELFCOOKING CENTER® MODEL	BUY-BACK REBATE	ACCESSORY PACKAGE
<p>61</p> 	<p>\$ 500.00</p>	<p>\$ 1,000.00</p>
<p>101</p> 	<p>\$ 500.00</p>	<p>\$ 1,000.00</p>
<p>62</p> 	<p>\$ 750.00</p>	<p>\$ 1,500.00</p>
<p>102</p> 	<p>\$ 750.00</p>	<p>\$ 1,500.00</p>
<p>201</p> 	<p>\$ 1,000.00</p>	<p>\$ 2,000.00</p>
<p>202</p> 	<p>\$ 1,000.00</p>	<p>\$ 2,000.00</p>

CUSTOMIZE YOUR
SELFCOOKING CENTER® WITH
FREE ACCESSORIES

Terms and Conditions



- › Customer must purchase and remove traditional cooking appliance and replace with the SelfCooking Center®
- › Customer must attend a TeamCooking Live® Event to qualify for incentive
- › Only Valid on SelfCooking Center® models
- › Not valid on demo units, trade show units, used units, or bid/tender projects
- › Purchase Orders and Shipment of Unit(s) between May 1st, 2010 – Dec 31st, 2010
- › Not Valid with any other RATIONAL promotion
- › Cash rebate will be paid directly to end customer
- › End customer must remove traditional appliances and send Serial Identification Tag to RATIONAL along with below redemption voucher
- › RATIONAL does not take ownership of "trash appliance"
Customer is responsible for removal of old equipment
- › To qualify for incentive, please follow the steps below and submit information within 30 days of installation of SelfCooking Center®
- › RATIONAL will pay customer within 30 days upon receipt
- › Accessory option must ship along with order of SelfCooking Center®



Steps to Take to Redeem Your Cash for Trash Incentive:

STEP 1 › Please choose:

- 1ST OPTION (BUY-BACK REBATE) 2ND OPTION (ACCESSORY PACKAGE)

STEP 2 › Fill out your contact information below

STEP 3 › Remove Serial ID tag from your traditional cooking equipment that will be replaced

STEP 4 › Send Serial ID tag with this tear off voucher to:

RATIONAL USA, Attn: Marketing, 895 American Lane, Schaumburg, IL 60173

Company Name _____

Phone / Fax Number _____

Contact Name _____

E-Mail _____

Address _____

Manufacturer of Traditional Equipment being replaced _____

City, State Zip Code _____

Purchase date of the SelfCooking Center® _____