



NEWS FLASH

May 28, 2009

Announcing Roll Back Pricing on the 1200 Series and the 790SS!

We are pleased to announce two special equipment offers that will kick off on Monday, June 1st.

Roll Back Pricing on the 1200 Series Hot Water Washers – \$500 Discount Off Net Price!

You can buy any model from the 1200 Series from now until September 30th at \$500 less than your net price. (This offer does not apply to previous orders or to your current inventory. Available only on new orders).



We will promote this special offer to end-users beginning Monday on the Hotsy end-user website. However, the end-user message will state **“Save \$1000 on Hotsy’s 1200 Series Hot Water Models - at participating dealers only”**.

Roll Back Pricing on the 790SS Hot Water Washer – \$347.50 Discount Off Net Price!

You can buy model 790SS from now until September 30th at \$347.50 off net price - for only \$2,200. (This offer does not apply to previous orders or to your current inventory. Available only on new orders).



This special offer will also be presented to end-users beginning Monday on the Hotsy website. The message will state **“Save \$695 on the Hotsy 790SS Hot Water Model - at participating dealers only”**.

We have loaded a high-resolution flyer that features both equipment specials to the Hotsy distributor website (<http://distributor.hotsy.com>), in case you would like to print off copies yourself. You can find it under Sales & Marketing > Marketing Tools > Faxes & Flyers.

We encourage you to take advantage of this special pricing offer and stock up!

No Interest Leasing Promotion

Please be advised we are also kicking off a new No Interest Leasing promotion for the U.S. through Lease Consultants. This promotion begins Monday, June 1st and will be posted on the Hotsy end-user website.

Two leasing options are available:

6 Months Same as Cash - OR - No Interest for 12 Months

The discount on the 6 Months Same as Cash promotion is 5%. Hotsy picks up 2.5% paid to Lease Consultants. The discount on the No Interest for 12 months is 4%, with Hotsy picking up 2%.

For the 12 month promotion, the customer pays two payments in advance, and owns the equipment after 10 additional payments.

We encourage you to take advantage of these special offers and promote them with gusto! We have loaded a high-resolution No Interest Leasing flyer to the Hotsy distributor website (<http://distributor.hotsy.com>). You can find it under Sales & Marketing > Marketing Tools > Faxes & Flyers. **The leasing offers expire on August 31, 2009.**



Printed MSDS Sheets

In an effort to reduce manufacturing costs and processing delays we will discontinue the unnecessary practice of printing, folding, inserting and attaching MSDS packets to Hotsy detergent products. It is not a regulatory requirement to provide an MSDS with each packaging container or shipment, so we will discontinue this practice immediately.

The MSDS for all products are available on the Hotsy Distributor website. You can find them listed in the Quick Links section on the left of the home page.

Happy Selling from Team Hotsy



NEWS FLASH

Map Feature Now Live on the Hotsy Dealer Look-Up

We have added the map feature on Hotsy.com within the dealer look-up section. Now, when a visitor enters their zip code to see their local dealer's information, they see a button that reads "Map This Location". It links to the Google maps page showing the location.

Another feature that has been added is the personalized Hotsy dealer video, although Hotsy of Omaha is the only dealer who has a video to date. To see how this works, go to Hotsy.com and enter in zip code 68138. You'll see a message at the top of the dealer look-up box to "Meet this Hotsy Dealer". Click it to watch the video from Hotsy of Omaha.

If you'd like to have your own video message, we encourage you to film footage with a digital camera, send us the raw video files, and then work with Robin Paul to create the script. Robin will help edit the video - you can call her at extension 258 for details.

Meet This Hotsy Dealer - watch video ← New

HOTSY EQUIPMENT CO-OMAHA
 Serving Nebraska and Southwest Iowa for 35 years - Since 1971
 8902 SOUTH 145TH STREET
 OMAHA, NE 68138
 800-274-4444
 402-330-4343
www.hotsyequipment.com
sales@hotsyequipment.com

Map this location ← New

Locate another dealer

June Parts Flyer

Please find attached the Hotsy parts specials for the month of June.

Call Customer Service to place your order.



Hotsy Survey

We would still like to receive your Hotsy Survey - if you are having difficulty trying to submit it electronically, please print it and fax to 888-880-9631.

Hotsy Telemarketing Program... Sign Up & Promote the Specials

Our telemarketer, Doug Seidel, has been on site making calls for the first group of distributors who signed up for a 4-hour block. Doug has been sending leads as a result of the calls, even though it's too early to report the results.

Now that we have the price roll backs on the 1200 and the 790SS, it would be a great time to utilize Doug to call your existing customers who could qualify for an upgrade. Add in the leasing offer, and it could be a highly effective telemarketing program.

If you would like to sign up, download the form from the home page of the Hotsy distributor website.

Remember...in tough times, those who spend money, make money!! A 4-hour block of calls is only \$120. How can you NOT afford to participate???

HOTSY HOT DEALS!

Prices good for the month of **June 2009 Only!**



hotsy

PLUNGER OIL SEAL KIT

Part No. 8.717-618.0
(Original No. 877655)

Kit for H, HC, HS Series

HOT DEALS PRICE:

\$3⁹² EA.

LIST PRICE: \$9.81



hotsy

HOTSY COMMAND-O WATERLESS HAND CLEANER

Part No. 8.749-928.0

7 oz. tube
(liquid with pumice)

HOT DEALS PRICE:

\$2⁰³ EA.

LIST PRICE: \$4.50



hotsy

HOTSY UNLOADER

Part No. 9.803-900.0
(Original No. 5-3330)

VBA35 for Hotsy HM,HS
6.6 GPM / 3500 PSI

HOT DEALS PRICE:

\$51⁰⁴ EA.

LIST PRICE: \$113.43



hotsy

HOTSY UNLOADER

Part No. 8.715-502.0
(Original No. 921462)

H/M Duplex Pumps
6.6 GPM / 1000 PSI

HOT DEALS PRICE:

\$41⁵⁶ EA.

LIST PRICE: \$97.79

To order, call your Hotsy Customer Service Representative

800-220-5409

distributor.Hotsy.com

Fax: 888-880-9631 June Parts Specials end 6/30/2009

hotsy



Hotsy and Lease Consultants
present these special...

LEASING OFFERS



Here's a few ways to own a Hotsy pressure washer or parts washer right away....

**6 Months
Same as Cash**
No payments until 2010!

OR

**NO INTEREST
for 12 Months***

Financing available on all Hotsy pressure washer models.

Contact your local Hotsy Distributor for more information. They are your local experts when it comes to cleaning! They'll help recommend the equipment that will best meet your needs.

This offer is available through August 31, 2009.

*No interest lease payments are calculated by dividing the equipment cost by 12. Two payments in advance – you own the equipment after 10 additional payments.

* Subject to credit approval. Offer Available only in the U.S. at participating Hotsy Distributors.

Your Local Hotsy Distributor:

Nothing Cleans Like a Hotsy!

Roll Back Pricing!



Limited Time Offer!

Hotsy has turned back the clock to special pricing on select Hot Water Pressure Washers

Hotsy 1200 Series

Gas Powered

- 4.3 to 6.0 GPM
- 3000 to 4000 PSI
- Oil-Fired
- 16 to 24 HP
- Electric Start



SAVE
\$1000
on Hotsy's 1200 Series
Hot Water Models



Hotsy Model 790SS

Electric Powered

- 2.8 GPM
- 2000 PSI
- Oil-Fired
- 4 TEFC HP
- 230 Volt / Single Phase
- Portable



SAVE
\$695
off the Hotsy 790SS
Hot Water Model

Offer valid at participating dealers only

www.Hotsy.com

Offer Expires 9/30/09

Distributed By: