

Cool Facts about Lincoln Product's filter line

What makes Lincoln Product's filters distinctive in the market?

- **Affordable at Retail** – 17% to 39% less at retail than current OEM filter program
- **Value Add Program** – More profitable than other programs; 40%+ margins for retailers on a twice a year purchase item by consumers
- **Relevant SKUs**– Top refrigerator brands represented with the most popular models offered
- **Expertise** – Lincoln Products' filter line was designed and engineered by water treatment professionals with over 50 years experience

Most importantly.....Superior Retail Look!



- Clamshell vs. Box packaging allows consumers to select the right filter with confidence
- Color coding of manufacturer's brands
- Compatible filter models listed on back of package



Replacement Brands of Lincoln Product's filter line

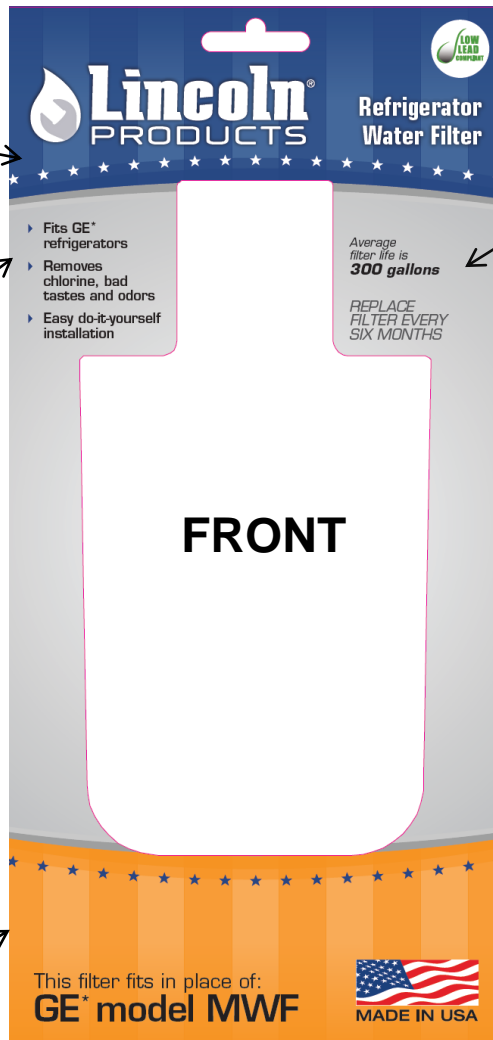


- ❖ Many of Lincoln Products' filters are compatible with Kenmore
- ❖ In addition to the above leading manufacturers, Lincoln Products is also working on replacement filters for Viking, Sub-Zero and other higher end refrigerators



Anatomy of Lincoln Products' filter packaging

New Color Scheme – relates to “water” usage” products



Educates consumer and encourages repeat business

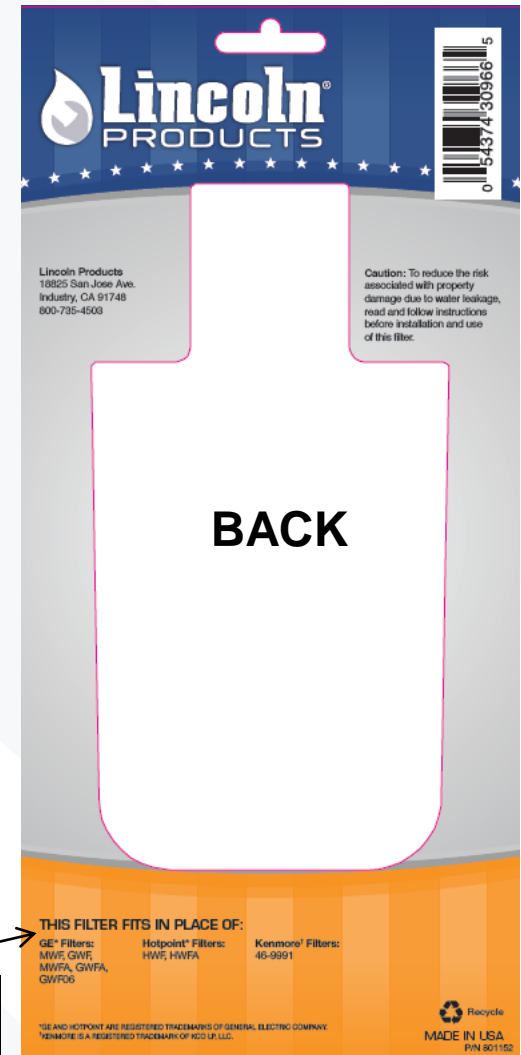
Provides benefit statement for consumer

Clamshell Packaging so that consumer can easily see the filter and determine that it matches their existing one

Color Coded by manufacturer

Made in USA logo is prominent

Lists models of refrigerators the filter can be used with beyond the brand



Market Landscape

Model #	Lincoln Products SKU #	Description	HDX Home Depot Retail	Home Depot Retail	Lowes Retail	Ace Retail (OEM)	Ace Retail (Generic)	True Value Retail	DIB Retail (OEM)	DIB Retail (Generic)	Retail Sales Rank
LPG-1	109101	GE MWF	\$29.95		\$ 49.99	\$ 47.99			\$ 49.99	\$ 44.99	1
LPS-2	109161	Samsung DA29000020B	\$29.95				\$ 35.99		\$ 44.99	\$ 44.99	2
LPL-3	109131	LG LT700p	\$31.45	\$49.99	\$ 49.88	\$ 49.99					3
LPL-1	109132	LG LT500p	\$29.95				\$ 39.99		\$ 49.99	\$ 49.99	4
LPM-1	109151	Maytag Jenn-air UKF7003AXX	\$29.95	\$39.99	\$ 39.88	\$ 49.99	\$ 35.99	\$ 39.99	\$ 43.99	\$ 39.99	5
LPM-2	109153	Maytag UKF8001	\$29.95	\$44.98	\$ 44.88	\$ 49.99	\$ 35.99	\$ 42.99	\$ 43.99	\$ 29.99	6
LPW-2	109115	Whirlpool 4396510	\$29.95			\$ 49.99	\$ 29.99	\$ 39.99	\$ 49.99	\$ 39.99	7
LPS-1	109163	Samsung DA2900003g	\$29.95		\$ 44.88	\$ 49.99	\$ 35.99		\$ 44.99		8
LPL-2	109135	LG LT600P	\$31.45	\$49.99	\$ 49.99		\$ 48.99		\$ 49.99	\$ 49.99	9
LPG-4	109103	GE RPWF							\$ 54.99		10
LPF-2	109181	Frigid WF1CB	\$29.95								11
LPG-3	109105	GE MSWF			\$ 41.88	\$ 48.99	\$ 36.99	\$ 39.99	\$ 46.99	\$ 39.99	12
LPW-3	109117	Whirlpool 4396701	29.95					\$ 34.99			13
LPG-2	109107	GE GSWF				\$ 42.99	\$ 35.99	\$ 39.99	\$ 42.99	\$ 41.99	14
LPW-4	109119	Whirlpool/Kitchenaid 8171413	\$29.95			\$ 49.99					15
LPA-1	109183	Amana WF401	\$29.95						\$ 44.99	\$ 44.99	16

- Top 16 replacement filter SKUs at retail
- Offering/Mix will change as new refrigerator models emerge and/or begin to grow in relevance....we will be adding more brands and models.
- Lincoln Products will monitor and stay abreast of the changing landscape. We ARE the experts for Plumbing!

