



DNA DEALER PROGRAM POLICIES AND PROCEDURES Effective January 1, 2009

OVERVIEW

These policies and procedures apply to all authorized DNA Dealer participants. The DNA Dealer Program provides various benefits to committed contractors via the participating Daikin AC Distributors.

Under this policy it is the obligation of the authorized DNA Dealer to pay advertising and promotion costs at the time of occurrence. A check will be issued quarterly to the Distributor, who will then be responsible for forwarding to the authorized DNA Dealer.

CATEGORIES OF ACCRUALS

Category 1: 50% of the total accrued DNA Dollars are eligible for obtaining Daikin AC marketing goods and service tools. These items can be ordered by going to www.daikinacdna.com.

Category 2: 50% of the total accrued DNA Dollars are eligible for advertising Daikin AC, including events, radio, television or print advertisements.

GUIDELINES FOR USE OF DNA DOLLARS

The following guidelines should be used in planning advertising or sales promotion activities to be eligible for DNA Dollar reimbursement.

1. Daikin brand logos in the approved form must be prominently and exclusively displayed in all advertising to be eligible for reimbursement of DNA Dollars. The Daikin Marketing Department has supplied this information on the 2009 DNA Program CD.
2. The statement "authorized Daikin Dealer" is approved and may be used in radio, tv and print advertising.
3. Do not use the following statements: "Qualified Daikin Dealer" or "Certified Daikin Dealer". Use of these statements are against company policy and will not be approved for DNA dollar advertising.
4. Advance written approval from the Daikin AC Marketing Department is suggested for local Dealer advertising, and promotion materials.
5. No other manufacturer identification, products or promotion may be mentioned or displayed in the advertisement to be eligible for reimbursement of DNA Dollars.
6. All claims should be submitted to Daikin AC no later than 90 days after the date of invoice for quarterly payments. DNA Dollars accrued in December will expire on March 31st of the following year.



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APPROVED DEALER BENEFITS

Daikin AC reserves the right to obtain verification of media charges, etc. from media and suppliers. DNA Dealers are expected to cooperate with all such requests. If the amount of the claim approved should be disputed, the decision of the Daikin AC Marketing Department will be final.

The list below includes items eligible for DNA Dollar reimbursement and details the procedures for reimbursement.

MEDIA/MATERIALS	PROCEDURES FOR REIMBURSEMENT
Radio and Television – Daikin AC spot announcement costs for 10, 15, 20, 30 and 60 second advertisements.	Submit the station paid invoice showing the length of each commercial and its total cost, less all discounts, along with a completed claim form. Claims for broadcast advertising must be accompanied by a notarized affidavit from the station.
Billboard and Transit Advertising – Daikin AC space costs.	Submit the paid invoice identifying the design used, a photograph, and a list of locations used, along with a completed claim form.
Exhibits, Displays, Fairs – Cost of exhibit space. When more than Daikin AC products are displayed, only that portion of the display occupied by Daikin AC products will be eligible for DNA Dollars.	Submit a color photograph of the entire display area, a copy of the paid invoice for space from the show operator, along with a completed claim form.
Local Direct Mail – Daikin AC direct mail programs using factory supplied material.	Submit a copy of mailer, paid invoice, and postal receipts for the quantity mailed, along with a completed claim form.
Identification Signs – Daikin AC produced identification signs. Installation charges are not eligible for DNA Dollars.	Submit a copy of the paid invoice along with a completed claim form. If the signs are not ordered through the Daikin AC DNA website, please send a photo of the material for proof of the proper usage of the Daikin AC logo.
Truck Identification and Uniforms – Daikin AC decals and other factory offered truck identification materials and uniforms. Application costs are not eligible for DNA Dollars.	Submit a copy of the paid invoice along with a completed claim form. If the decals or uniforms are not ordered through the Daikin AC DNA website, please send a photo of the material for proof of the proper usage of the Daikin AC logo.
Daikin Web Locator – Participation in the Daikin AC DNA Web Locator Program.	Claim is unnecessary. The Dealer Locator is at no charge for authorized Daikin AC DNA Dealers. Zip codes must be provided in an excel spreadsheet which is provided by the DNA Marketing Department for uploading onto the Daikin Web Locator.
Sales Promotion Items – Daikin AC marketing tools, giveaways, specialty items, service tools. These items can be found at www.daikinacdna.com .	If items are ordered from the DNA Merchandise Website no claim form is necessary as the dollars are automatically deducted from your total. If the materials are not produced by Daikin AC, please send a sample or photo of the item along with copy of paid invoice and a completed claim form.



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ITEMS NOT COVERED

Daikin AC retains the right to be the final authority in determining if an ad or any other expense is eligible for reimbursement of DNA Dollars.

Examples of media and materials not eligible for the DNA Dollar Program are:

- Advertising using the words “Qualified Daikin Dealer” or “Certified Daikin Dealer”.
- Congratulatory advertisements or donations such as advertisements in bulletins, year books, athletic or theatrical programs, and sports team sponsorships.
- Memberships in trade organizations.
- Religious or political publications.
- Local advertising agency fees.
- Truck painting and/or repairs.
- Hotel accommodations for meetings.
- Travel Expenses.
- Shipping, electrical, and labor charges for displays and exhibits, including telephone charges from exhibit.
- Shipping charges for any item.
- Federal, state, city or use taxes.
- Office supplies such as speed memos, service orders, labels, letterhead, envelopes, scratch pads and calling cards.

PROGRAM CHANGES

Daikin AC reserves the right to change, modify or cancel any or all portions of this Daikin AC DNA Dealer Program at any time without prior notice. Any questions regarding the Daikin AC DNA Dealer Program Policy should be directed to the Daikin AC DNA Coordinator.

ADVERTISING ETHICS

The Marketing Department of Daikin AC retains the right to refuse any material used in advertisements, broadcasts or telecasts which, in their opinion, does not comply with the Bureau of Better Business Standards requirements. Please comply with the following rules:

1. Do not misrepresent any price of any product.
2. Do not misrepresent the mechanical features or benefits of any products.
3. Do not misrepresent any warranty existing on any unit.
4. Do not discuss any competitive products.
5. Do not use language in advertising that may tend to offend, mislead, confuse or deceive the customer.