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Department of Horsepower and Mileage  
EDGE REVENUE SERVICE

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**CONSUMER COPY**

# **TAX REBATE SALES PROMOTION**



# EDGE PRODUCTS STIMULUS PACKAGE

# 2008

## PITCH

Here's our pitch giving you the low-down on the great incentives to buy Edge products.




LOW  
DOWN

Regardless of whether or not you had to pay Uncle Sam taxes this year, with any luck, you've received your economic stimulus check from the government by now. And if your money is burning a hole in your pocket and you're looking for performance, we've got the perfect deal for you to trick out your truck and still save some green.

## EDGE CUSTOMERS

For a limited time, Edge Products is offering a cash-back incentive for purchases of any new Juice with Attitude, Evolution, or Mileage Max product. Purchase a new Juice with Attitude, Evolution, or Mileage Max product from **July 15-Aug. 15** and we'll give \$50 (Juice with Attitude), \$25 (Evolution), or \$15 (Mileage Max) back, respectively. Additionally, if you purchase the product from an MVP Authorized Dealer, you can receive a discount at the time of sale equal to the cash-back reward from Edge\*. This means you could save \$100 on the purchase of a new Juice with Attitude, \$50 on the purchase of a new Evolution, or \$30 on the purchase of a new Mileage Max. See the following table for the total potential savings breakdown.

## REBATE OFFER

			
▶ Edge's Cash-Back Rebate <b>July 15-Aug. 15</b> *	1 \$50 <input type="checkbox"/>	1 \$25 <input type="checkbox"/>	1 \$15 <input type="checkbox"/>
▶ Maximum Dealer Discount Allowed Below MVP During the July 15-Aug. 15 Promotion (to be given as a discount at time of sale)**	2 \$50 <input type="checkbox"/>	2 \$25 <input type="checkbox"/>	2 \$15 <input type="checkbox"/>
▶ <b>TOTAL</b> Potential Customer Incentive After All Transactions	ADD LINES 1 AND 2 <b>\$100</b>	ADD LINES 1 AND 2 <b>\$50</b>	ADD LINES 1 AND 2 <b>\$30</b>

\* **Note:** Cash back from manufacturer applies only if the product is purchased from an authorized MVP dealer. If the product is purchased directly from Edge Products, the \$100, \$50, or \$30 is **given as a discount from the original price at the time of purchase.**

## TWO WAYS TO REDEEM

PROMOTIONAL CODE  
**EDGETAX2008**

- OPTION 1:** Visit [www.edgeproducts.com](http://www.edgeproducts.com) and enter the promotional code at the time of checkout for the full \$100, \$50, or \$30 savings direct from Edge Products. **Purchases must be made during the promotional period – July 15-Aug. 15 – in order to qualify.**
- OPTION 2:** Print this flyer and take it to your local Edge Products MVP Authorized Dealer to make your purchase\*\*. **Purchases must be made during the promotional period – July 15-Aug. 15 – in order to qualify.** If you purchase your product from an MVP Authorized Dealer, you must submit the attached customer claim form by Aug. 29, 2008 in order to receive your cash-back incentive.\*

\*\* **Note:** Dealer participation in this promotion is voluntary; all dealers have the discretion whether or not to offer the full, allowed dealer discount – if any – as described in this flyer.

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**EDGE**  
PRODUCTS

FORM

**1020 HP**Department of Marketing – Edge Revenue Service  
**EDGE PRODUCTS CUSTOMER CLAIM FORM****2008****NOTE:** Cash-back incentive available only for products purchased between **7/15/08 – 8/15/08**

Please Fill In Your Contact Information Here.

Your First Name:

Last Name

Home Address (Number and Street)

Apt no.

City, State, Zip Code

Phone

E-mail Address

I would like to receive future communications from Edge Products

 Yes No**PURCHASE INFORMATION:**

Please Fill In Your Purchase Information Here.

Date Purchased

Product Serial Number

Where Purchased (Include Name of Retailer)

Product(s) Purchased (Check All That Apply)

 Juice with Attitude (\$50) Evolution (\$25) Mileage Max (\$15)**MAIL-IN ITEM CHECKLIST:** Copy of proof of purchase/sales receipt with date purchased attached UPC code and serial number label attached

For Internal Use Only.

**HOW TO CLAIM CASH BACK:**

How to claim your cash-back incentive from Edge Products:

1. Purchase any new Juice with Attitude, Evolution, or Mileage Max between July 15 - Aug. 15, 2008
2. Complete the claim form information above (please print legibly).
3. Cut out the original UPC code and serial number label from your product box.  
See Figure 1 on attached page for picture detail.
4. Attach a copy of your proof of purchase/sales receipt that clearly shows date of purchase.
5. Mail ALL of the following items to the address in the box to the right:
  - a. Claim form
  - b. Original UPC and serial number labels cut out from box
  - c. A copy of your proof of purchase/sales receipt that shows date of purchase

**Mail to:**

**EDGE PRODUCTS**  
Attn: Tax Rebate Program  
1080 S. Depot Dr.  
Ogden, UT 84404

**NOTE:** All claim submissions must be postmarked by **August. 29, 2008** to qualify.

**TERMS AND CONDITIONS:**

Products must be purchased between July 15 - Aug. 15, 2008 to qualify.  
All claims must be postmarked by Aug. 29, 2008.  
Offer excludes purchases of used products or products sold by non-authorized Edge Products dealers.  
Offer not valid with any other rebates, promotions, or special offers.  
Claims sent without cut-out of original UPC code and serial number will be denied.  
Offer excludes resellers and distributors of Edge Products.  
Offer NOT valid on product purchased for resale.  
Products purchased directly from a dealer outside the U.S. or Canada are not eligible.  
Edge cash rebate is not redeemable at place of purchase.  
Please allow 6-8 weeks for processing.  
Edge Products is not responsible for lost or misdirected mail, or for illegible entries.  
All claim submissions become the property of Edge Products.

Fraudulent submission of multiple requests could result in federal prosecution under the U.S. Mail Fraud Statutes (18, USC, Sections 1341 & 1342).

Edge Products is not responsible for any destroyed, misdirected, postage due, delayed mail, or for any incorrect information provided by the claimant.



**FIGURE 1**

**SEND IN EITHER UPC CODE**



**SERIAL # (SILVER STICKER)**

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