



Dealer Program Bulletin 08-001
Three Diamond® Card Financing Program*
*Consumer Financing Promotions to
Drive Business in Your Stores.*

NO Money Down
NO Monthly Payments
NO Interest
For 18 Months**
on ***MITSUBISHI*** and ***HOME THEATER*** products



PROGRAM FEATURES

Dealer Cost: 3.98%
Dealer Cost: 1.98% with TAP PLUS®***

- **Program Period:**
April 1, 2008 – May 19, 2008
- **Advertising Break Date:**
April 1, 2008
- **Minimum Purchase:**
None
- **New Promotion Code:**
18SANPQP - Mitsubishi products
18SANPNQ - Non-Mitsubishi products
- **Eligible Products:**
All Mitsubishi A/V & Home Theater products and add any non-competitive, non-Mitsubishi Home Theater products at a 3.98% cost to dealer. Other products can be sold at a 6.98% cost to dealer. Original sales receives a 2% rebate if financing includes TAP PLUS®***.
- **Home Theater Authorization Instructions:**
When adding a Home Theater product, select Category "HOMETHTR". Then select the appropriate Home Theater item for your product (Audio, Furniture, HT Cables, or Installation).

PROGRAM DESCRIPTION

Program Description: This is a three no ("No Money Down, No Monthly Payments, No Interest") financing offer on the Mitsubishi Three Diamond® Card for 18 months. No interest will be charged if the balance on these purchases is paid in full before the promotional expiration date and the account is kept current. If not, then Finance Charges will be assessed from delivery date and minimum monthly payments will be required. The customer will be notified of their expiration date on their monthly billing statements. Please note this is different from our "four no" program and therefore requires careful disclosure to the consumer. We recommend the dealers have each purchaser sign a form confirming they understand the terms and conditions.

IMPORTANT DEALER INSTRUCTIONS

- **Extended Warranties:** Only certain extended warranties are eligible to be financed on the Three Diamond® Card. Eligible extended warranties must be written by national warranty companies that are licensed to issue extended warranties in all 50 states, and must cover only Mitsubishi products. Warranties issued in the name of, or underwritten by, retailers may not be financed on the Three Diamond® Card. Warranties on other products are not eligible to be financed.
- **Delivery of Product:** The date of the transaction (for the purposes of consumer billing) is the date you “fund” the transaction, which should be the same as the delivery date. To avoid consumer disputes, you should not under any circumstances request funding for products which have not been delivered. In order to be financed under this promotion, product sold to a consumer must be delivered within 21 days after termination of this promotion. Deliveries made after that date, or in the case of consumer disputes where the relevant documents show delivery of the financed products after that date, will be recalculated as a non-Mitsubishi sponsored promotional rate and the dealer will be responsible for additional interest cost.
- **Merchant Number Confidentiality:** The security of the dealer merchant number is key to avoiding fraud on a dealer's account. Under the Household Merchant Agreement, dealers may be responsible for fraudulent use of their merchant number. Dealers should review their Merchant Agreements, ensuring that they have completed the fraud exception addendum to the Merchant Agreement.
- **New Account Application Approval:** Call 800-636-2277, or use the Hypercom or Web Fin@nce.
- **Hypercom/Web Fin@nce Dealers:** Please see your operations manual for instructions.
Note: If using the Hypercom terminal please press the 'Function' key and type '11' to load the promotion.
- **First Purchase:** Mitsubishi products do not have to be the first purchase on new account applications for this promotion.
- **Funding:** All products sold must be delivered and paperwork for funding must be submitted by June 10, 2008 or you will be charged 3.98% instead of 6.98%.

* **NOTE:** This promotion is subject to modification and/or cancellation at any time.

*** The 2% instant rebate will be calculated using the initial sales transaction amount only and paid in your funding settlement. Add-on sales do not qualify for the 2% instant rebate. If the customer returns the merchandise or cancels TAP PLUS® before the 60-day refund period, the dealer is subject to rebate reversal.

Legal Disclosures for all advertising materials. Your failure to use the following disclaimers and warnings about potential retroactive interest in all applicable print, radio and television advertising may subject you to severe legal liability.

This disclosure is approved for print and Internet use:

**Same as Cash offer on approved Mitsubishi Three Diamond® Card purchases. No Finance Charges if purchase paid in full in 18 months. If purchase not paid in full or Account not kept current, Finance Charges assessed from delivery date and Minimum Monthly Payments required. Standard Rate of 22.8% APR. Default Rate of 26.8% APR. You will be notified of the expiration date on your monthly billing statements. Minimum Finance Charge: \$2. Certain rules apply to the allocation of payments and Finance Charges on your promotional purchase if you make more than one purchase on your Card. Call 1-888-367-4310 or review your cardholder agreement for information.

This disclosure is approved for radio and television advertising:

**Same as Cash offer on approved Mitsubishi Three Diamond® Card purchases. No Finance Charges if paid in full in 18 months; if not, Finance Charges will be assessed from delivery date and Minimum Monthly Payments required. Standard 22.8% APR. Default 26.8% APR. Minimum Finance Charge \$2.

TAP PLUS is a registered trademark of HSBC

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