

Frigidaire Kicks Off Swap and Save™ Energy Conservation Program

In conjunction with April's Earth Month activities, Electrolux U.S. brand Frigidaire has launched the Swap and Save™ Energy Conservation retail event (the first of its kind in the industry)

Dealers across the United States are promoting the big operating cost savings generated by replacing old appliances with Frigidaire Energy Star products. The program will run for one calendar year, culminating in an "Energy Event" in April 2010.

Leading retailers R.C. Willey, Utah; Warner Stellian, Minnesota; Karl's – New Jersey; and Western Appliance, California; are kicking off high impact in-store education, advertising promotion and exclusive rebate offers for the Swap & Save™ program specific to the Frigidaire brand.

Swap for new Frigidaire Energy Star products

The goal of the program, rolled out April 1 in hundreds of retailers' showrooms around the country, is to educate the end consumer on the money they can save by swapping their old high energy consumption appliance for a Frigidaire ENERGY STAR® qualified appliance.

The integrated marketing program includes:

Training - Web tools aimed at educating the retailers' sales staffs, on the frigipedia.com dealer intranet

Public Relations - a national PR campaign touts this retail focused program on national and local TV, newsprint and web.

Point-of-purchase – Eye catching materials highlighting the savings possible when consumers swap their old appliances for new, energy- and water-efficient models. Including refrigeration, freezer, laundry and dishwasher point of purchase to show specific monetary savings, as well as support pocket guides for retail sales associates.

Savings calculator website – <http://www.frigidaireenergysavings.com> -- demonstrating the money and energy savings consumers can reap by upgrading to Frigidaire's ENERGY STAR® line of appliances – fully updated with new functionality including virtual Energy Star laundry/kitchen rooms and a Swap and Save educational section.

The Frigidaire site will also link to the [Electrolux EcoSavings website](#), enabling consumers to see how much money and natural resources their city, state and the U.S. could save, if everyone updated their appliances to Frigidaire ENERGY STAR® qualified appliances

The Frigidaire site also highlights how consumers can "complete the circle" by recycling their existing refrigerators and washers, linking to ENERGY STAR® "[Make a Cool Change](#)" and "[Make a Clean Change](#)" [tools](#) connecting them with recycling groups

"We're very excited about this program, and we have had great feedback and acceptance from our retailers," "Consumers want to save on their household operating costs, but they also want to do so in ways that don't damage the environment and are ecologically sound. Swap and Save™ helps them understand the role new appliances can play in saving money and resources." says Tom Anderson, Director of Energy Efficiency.

"Frigidaire's products are made to perform and offer value, and we believe the Swap and Save™ Program communicates how we do that on multiple fronts. Customers want to know how much money they can save per year and appreciate how they can use this money to help their families in these economic times."