

CONSUMER ADVERTISING LEGAL DISCLAIMERS (CANADA)

WINTER 2022

Introduction:

Canadian Federal laws contain provisions governing the method of operation and advertising for a promotion. The following legal disclosures should always be used by the Full Service Premium or Self-Service Lennox® CAP Dealer when advertising the 2022 Winter Consumer Promotion. Winter lead offer language and disclaimers are provided below.

2022 Winter Promotion Dates:

- Sell Period: January 10, 2022 - February 4, 2022
- Install By: February 11, 2022
- Claim By: February 25, 2022

2022 Winter Lead Offers:

Receive up to \$1,000 on a complete Ultimate Comfort System PLUS make no payments for the first 6 months!

Rebate Offer Breakdown: Up to \$1,000

- Lennox Ultimate Comfort System: \$850
 - Outdoor: SL28XCV, SL25XPV, XC25, XP25
 - Indoor: SLP99V, CBA38MV*, SL297NV*
 - iComfort S30: \$50
 - PureAir S: \$50
 - iHarmony: \$50
- *Product subject to availability in certain markets

Financing Offer:

Financeit Financing Offer: 6 month deferral

Legal Disclaimers by Media Type

CAP Dealer's Website

The following rebate and financing disclaimers in the next column must be clearly visible on the participating CAP Dealer's website if the offer is displayed on their site and/or the dealer runs digital ads with the offer to drive consumers to their website.

Rebate Disclaimer: Rebate requires purchase and installation of qualifying items and submission of a completed online rebate form and proof of purchase to lennoxconsumerrebates.ca no later than February 25, 2022. Rebate is paid in the form of a Lennox Visa* Prepaid card. Card is subject to terms and conditions referenced on card and expires 12 months after the date of issue. Use your Visa prepaid card anywhere Visa cards are accepted worldwide. Card is issued by Peoples Trust Company pursuant to a licence from Visa Int. *Trademark of Visa International Service Association and used under licence by Peoples Trust Company. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card.

Financing Disclaimer: The 6 month deferral financing is available to well-qualified buyers, on approved credit, and applies to qualifying items purchased between January 10, 2022 and February 4, 2022. No down payment required. You may prepay your account at any time without penalty. Financing is subject to credit requirements and satisfactory completion of finance documents. Any finance terms advertised are estimates only. Monthly payments are deferred for 6 months. Contracts will be extended accordingly. Interest charges (if any) will not accrue during the first 6 months of the contract. After 6 months, interest (if any) starts to accrue and the purchaser will repay principal and interest (if any) monthly over the term of the contract, but not until 6 months after the contract date. Conditions apply. See promotional guidelines for complete terms and conditions.

Print Advertising:

This media type includes newspaper, direct mail, magazine, door hangers, restaurant/bar posters, etc.

IMPORTANT: For any print media smaller than a post-it note, at minimum disclose the following: Terms and conditions apply. Subject to credit approval. See dealer for details.

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SELL BY: January 10, 2022 - February 4, 2022

INSTALL BY: February 11, 2022

SUBMIT CLAIMS BY: February 25, 2022

Disclaimer: Lennox reserves the right to cancel or change this promotional offer at any time. By participating in this promotional offer, the dealer agrees to be responsible for compliance with the terms and conditions of this promotional offer, along with all applicable laws, rules, and regulations in connection with dealer's participation.

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Print Advertising Continued

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Out of Home

This media type includes print or digital billboards, mobile billboards, stadium screens, etc. The Dealer's URL must be visible and the advertised URL must follow the guidelines listed under "Dealer's Website".

Digital Advertisements

This media type includes banner or tile ads on websites, paid advertising on non-auditory social media (e.g., Facebook, Twitter, Instagram). The digital advertisement must link to a website that does not make the user scroll to see the disclosures.

Broadcast Advertisements

This media type includes Pandora Ads, Weather Ads, Radio, TV, Pre-Roll Videos, Commercials, etc.

Audible Disclosure for Broadcast Media:

The following must be stated at the end of each auditory advertisement only if the offer is stated. The voiceover audio must state the disclaimers clearly and in a way that the consumer will hear and understand.

15 Second Spot: "Conditions apply. See dealer for details"

30 Second Spot: "Terms and conditions apply. See dealer for details."

60 Second Spot: "Terms and conditions apply. See dealer for details."

Print Disclosure for Broadcast Media:

The following disclaimers should be shown whenever the offer is spoken or shown during the advertisement.

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