



**Path to Paradise® 2011 Partners Incentive Program
Enrollment Form – Program Period: 10/1/2010 - 9/30/2011**

Please complete the following to enroll in the 2011 Pentair Water Pool and Spa Partners Incentive Program.

(Signing this enrollment form will authorize Pentair Water Pool and Spa ("Pentair") to receive your purchase detail directly from electronic participating dealers.)

PLEASE PRINT WITH BLACK INK

Company Name _____ Pentair Dealer # _____
 Contact Name _____ Title _____
 Mailing Address _____ Is this a residential address? Yes No
 City _____ State _____ Zip _____
 Shipping Address _____ Is this a residential address? Yes No
 City _____ State _____ Zip _____
 Bus. Phone _____ Bus. Fax _____ Cell / Mobile Number _____ Cell Contact _____
 Email _____ Company Web Site _____

Primary Business (check all that apply): Builder Retailer Service Organization Refinisher Contractor

Business Type: Individual/Sole Proprietorship Corporation LLC Other _____

Pools: Gunitite Fiberglass Vinyl Commercial Pool Type: Inground Aboveground Number of pools built per year _____

I PURCHASE ELIGIBLE EQUIPMENT FROM:

Account No. 1

Account No. 2

Distributor Name _____
 Distributor Name _____
 Distributor Name _____

We must have the distributor account number in order to participate in the electronic exchange process. (For participating distributors) Should you not add the proper account number, it will be your responsibility to submit invoices.

CHOOSE ONE OF THE FOLLOWING INCENTIVE PROGRAM CATEGORIES:

All Eligible Inground Products Eligible Automatic Cleaners Only All Eligible Aboveground Products

CHECKING YOUR REWARD STATUS: We will send you information about how to access your account on www.pentairpartners.com. You can view your account at any time on our secured Web site.

PROGRAM DATES: Eligible products purchased between October 1, 2010 and September 30, 2011 are eligible for the Partners Incentive Program. Rewards must be accumulated by September 30, 2011. All rewards expire at midnight on December 15, 2011 and will not be carried over to the following year.

ELIGIBLE PARTICIPANTS: The Partners Incentive Program is open only to Builders, Retailers and Service Companies in the Swimming Pool Industry; who purchase the eligible products from an authorized pool supply distributor at wholesale prices, and have been enrolled by their Pentair Sales Representative.

See reverse side for official program rules. See separate "Eligible Products" forms for complete list of eligible products. Pentair reserves the right to terminate any program or trip reservation made to attend the Pentair Water Pool and Spa Partners Incentive Program for any reason without prior notice. I have read, and agree to abide by, all Partners Incentive Program Rules and Regulations.

New Member Signature _____ Date _____

Pentair Sales Representative _____ Date _____

FAX TO: 866-741-4051/ATTENTION: PARTNERS INCENTIVE PROGRAM

If you have any questions regarding this program, please call the program team at 800-693-0171 or email to rewards@pentair.com



PROGRAM RULES

Eligible Program Dates: Eligible Products purchased between October 1, 2010 and September 30, 2011 are eligible for the Partners Incentive Program.

Eligible Participants: The Partners Incentive Program is open only to Builders, Retailers and Service Companies in the Swimming Pool Industry; who purchase the Eligible Products from an authorized pool supply distributor at wholesale prices.

Enrolling: To participate in the Partners Incentive Program, simply complete all information on the "Enrollment Form" and return a copy via fax. Once enrolled, you'll receive a confirmation and a member dealer number.

Eligible Products: The list of eligible Pentair products is too long to list here. Please see separate "Eligible Products" forms for a complete list of eligible Pentair products.

Minimum Purchase for Eligibility: You must purchase a minimum of twenty (20) Eligible Products (any combination of eligible products) to be eligible to receive any rewards, and when purchasing four (4) or more product categories, you increase your opportunity for reward.

For those enrolling in the Cleaner Only Program, the minimum purchase of eligible cleaner products is one (1).

Reporting Your Purchases: Eligible Products must be purchased through an authorized pool supply distributor. Signing your "Enrollment Form" will authorize Pentair to receive your purchase detail directly from those distributors participating in the electronic exchange process. If your distributor does not participate electronically, you will need to submit your invoice copies directly to Pentair for reward calculations.

Redeeming Your Rewards: Rewards are redeemed by submitting the "Partners Incentive Program Redemption Form" available after the close of the program year.

After accumulating purchases of a minimum of twenty (20) Eligible Products (or one (1) eligible cleaner), your rewards apply retroactively to the first unit purchased, during the eligible program dates.

Rewards must be accumulated by September 30, 2011 to qualify for trip. All rewards expire at midnight on December 15, 2011 and will not be carried over to the following year.

GENERAL RULES

- Rewards may not be substituted or exchanged to obtain products.
- Rewards earned are based on purchases of Eligible Products less all returned Eligible Products.
- Pentair reserves the right to substitute rewards of an equal or greater value.
- Pentair shall pay delivery fees associated with merchandise rewards. Income and all other taxes are the sole responsibility of participant.
- All Eligible Participants agree to the rules, terms and conditions of the Program and MAP policy set forth by Pentair. In addition, such Eligible Participants agree that Pentair's interpretations of such rules, terms and conditions will be at the sole discretion of Pentair and such decisions will be final.
- Minimum Advertised Price Policy** – Pentair Water Pool and Spa, Inc. ("Pentair") has established a Minimum Advertising Price ("MAP") policy for Eligible Products effective October 1, 2009. The MAP policy is applicable to any and all Eligible Participants purchasing Eligible Products listed below and participating in Pentair's Partner Incentive Program. In addition, Pentair's MAP policy establishes specific guidelines under which Pentair may, in its sole discretion, choose to terminate an Eligible Participant in Pentair's Partner Incentive Program ("Program").

Each Eligible Participant will continue to set their own price at which they sell Pentair products; program members will benefit most by adherence to Pentair's MAP policy. Any Eligible Participant in violation of the MAP policy will be removed from the program.

- Pentair reserves the right, at Pentair's sole discretion, to terminate any Eligible participant from the Program if the Eligible Participant advertises any Eligible Product at a price lower than the Pentair's MAP policy that appears below, net of any discount, rebate or any other promotion. Any advertised price of Eligible Products must specifically list the price after any discount, rebate, or other promotional allowance and such advertised price shall adhere to Pentair's MAP policy. For the purposes of Pentair's MAP policy the term "advertises" or "advertised" includes, but is not limited to, any internet, print, electronic and/or media advertisement. In addition, Eligible Participants also agree not to offer any Eligible Products at auction or on any auction site at prices in violation of Pentair's MAP policy. Violation of Pentair's MAP policy and/or these rules, terms and conditions will result in termination from the Program.
- Any questions relating to Pentair's MAP policy must be forwarded in writing to Pentair Water Pool and Spa, Inc. Attention: Marketing Program Team, 1620 Hawkins Avenue, Sanford, North Carolina 27330 or to Pentair's Web site address at www.pentairpool.com or www.staritepool.com. Pentair reserves the right to modify or discontinue its MAP policy at any time and without notice.

MINIMUM ADVERTISED PRICING

(Installation not included)

	<u>U.S.</u>	<u>Canada</u>
Kreepy Krauly® Platinum™ and Platinum TRX with Pump.....	\$849.00.....	\$919.00
Kreepy Krauly® Legend® with Pump.....	\$799.00.....	\$809.00
Kreepy Krauly® Legend® II.....	\$549.00.....	\$574.00
Kreepy Krauly® Platinum™ and Platinum TRX Head & Hose.....	\$649.00.....	\$699.00
Kreepy Krauly® Legend® with Head & Hose.....	\$529.00.....	\$489.00
Kreepy Krauly® Kruiser™.....	\$399.00.....	\$459.00
Kreepy Krauly® Great White®.....	\$399.00.....	\$459.00
Kreepy Krauly® SandShark™.....	\$399.00.....	\$459.00
PoolShark®.....	\$399.00.....	\$459.00
IntelliFlo® VS-3050 and IntelliPro® VS-3050.....	\$1,200.00.....	\$1,380.00
IntelliFlo® VS+SVRS and IntelliPro® VS+SVRS.....	\$1,500.00.....	\$1,725.00
IntelliFlo® VF.....	\$1,700.00.....	\$1,995.00
IntelliChlor® IC 20.....	\$899.00.....	\$1,034.00
IntelliChlor® IC 40.....	\$999.00.....	\$1,149.00

- All prices above are before the manufacturer's (Pentair) consumer rebates.
- All cash redemptions will be payable to the Eligible Participant in their Company's Name as submitted on the Enrollment Form, and are not payable to individuals.
- Submissions of product purchases (with the exception of the Cleaner Only Program) cannot be combined with any other incentive program offered by Pentair.
- This offer is void where prohibited or restricted by law. All federal, state, and local laws and regulations apply.
- Offer valid in the U.S. and Canada only for purchases of Eligible Products from an authorized pool supply distributor.
- Pentair reserves the right to terminate the participation in the Pentair Partners Incentive Program and/or cancel any trip reservations made to attend the Pentair Partners Incentive Program at any time without cause, without penalty and without prior notice.
- This offer is not transferable or assignable and supersedes all other similar offers.