

MARKETING BULLETIN

AUGUST 28, 2009

PREMIER RETAILER PROGRAM

PREMIER . . . #1, first rate, the best. You've made the commitment to great Marazzi USA products and merchandising – you're already an integral part of the Marazzi team. We are now expanding that team to include your dealers who purchase the new Premier Retailer Display.

Select Marazzi product lines were chosen to be displayed in the new Premier Retailer Display. These select lines showcase the latest trends in tile today: slate look, travertine look, wood look, stone looks, mosaics, glass and metal decorative accents.



- Holds a minimum of 8 series
- Presents tile in a superior format than typical boards with cut samples, or even loose tile merchandising options
- Easier to install than most merchandising units
- Best solution for selling design in tile
- Slim from front to back; make most of important retail space

- One oversize product board gives a glimpse of entire offering, plus multiple room scenes
- Second oversize product boards show "real life" grouted installation, utilizing field tile, decorative accents and trim pieces
- Descriptive product icons help consumers understand features and benefits

PRODUCT OFFERING:

Arctic Bay	Pierre de Cluny
Campione	Sumatra
Imperial Slate	Vesale Stone
Jade	Walnut Canyon
Riflessi Di Legno	

DECORATIVE ACCENTS:

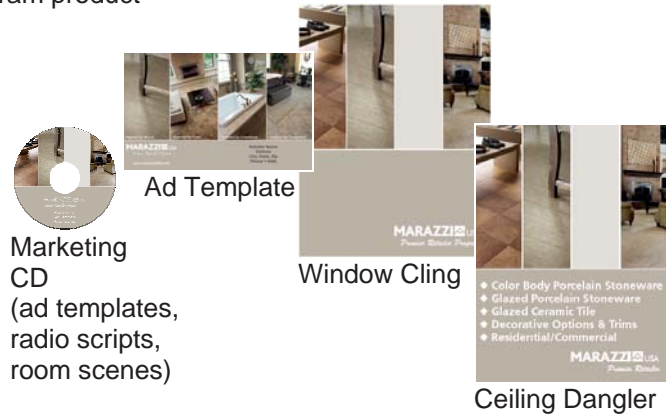
Romance Collection
Crystal Stone

MARKETING SUPPORT:

A good program goes beyond placing a display in the showroom. A good program includes marketing support. Marazzi has created a complete marketing Point of Purchase kit, including specific items to use in the retail environment that will act as an endorsement for being selected as a Marazzi Premier Retailer, as well as unique benefits that will set them apart from their competitors!

Upon registration into the program, your Marazzi Premier Retailer will be rewarded with the following benefits:

- 1) Self-contained marketing kit that includes:
 - Coupons (2) redeemable for 100 sq. ft. of any program product* (see below for details)
 - Marazzi Premier Retailer Window Cling
 - Marazzi Premier Retailer Ceiling Dangler
 - Product Fan Deck
 - Product Literature
 - Advertising Templates
 - Radio Scripts
- 2) Free listing on www.marazzitile.com
- 3) Exclusive access to Marazzi SPIFF programs
- 4) Marketing bulletins
- 5) Email blasts



Thousands of visitors per week visit Marazzi USA's website when they are ready to BUY TILE. A new link entitled "Premier Retailers" will be added to the BUY TILE navigation bar. By expanding this section to include retail locations, the final contractor, builder, architect or consumer can immediately identify the closest location where they can actually view and buy Marazzi products.

And your retailers want these predisposed buyers to call, to walk into their showrooms, to buy Marazzi from them because they are informed consumers who have done research online or seen a Marazzi ad that has piqued their interest. They are probably already focused on a specific project and perhaps even on a specific Marazzi product.

HOW THE PROGRAM WORKS:

The Marazzi Premier Retailer Program is designed to allow the retailer to earn back all out-of-pocket costs for the display.

Each display includes two manufacturer's coupons that can be redeemed for credit on products sold through the display.

- The Marazzi Premier Retailer Display is purchased through a Marazzi Distributor.
- Complete the Registration Form and return to the address noted on the form.
 - The Registration Form must be returned to qualify for benefits of the program.
- Once the Registration Form is returned to Marazzi:
 - Manufacturer's Coupons will be mailed to owner of the store
 - Point of Sale Kit will be sent to the retailer
 - Retailer information will be listed on www.marazzitile.com
 - Retailer will automatically be signed up for E-mail Blasts and Exclusive SPIFF opportunities

- Coupon Redemption
 - Two Coupons will be provided to each retailer purchasing a display, via their Point of Sale Kit
 - Each Coupon is redeemable for 100 sq. ft. of material (*excludes trims and decorative items) and can be redeemed separately or together.
 - Coupons expire 6 months from time of display purchase.
 - The retailer should complete the information requested on the coupon and submit back to their servicing distributor
 - The distributor will submit the coupon, and supporting invoice as documentation to:

Marazzi Premier Retailer Program
c/o Marketing Department
359 Clay Road
Sunnyvale, TX 75182

- Marazzi will review and verify coupon redemption, and process credit for material back to the servicing distributor

PREMIER RETAILER REGISTRATION PROCESS:

So, get ready to convert your current retailers to Premium Retailers by requesting the Premier Retailer Brochure from your Marazzi Sales Manager. Then, officially register them simply by going online to www.marazzitile.com

- Click on RESERVED AREA
- Enter Passcode (supplied by your Distributor representative)
- Click PREMIER RETAILER Registration
- Complete ALL information requested
- Push Submit button

IMPORTANT: Do not give the online information to your customers for self-registration as other information contained on the site is specifically geared to Distributors only.

AVAILABILITY:

We will begin shipping displays during the week of September 7, 2009.

Marazzi is very excited to launch this new program for you and your retailers. With a display that speaks to the customer in a way that no other merchandising unit in the ceramic industry will, and program that supports your retailer. It's bound to be a huge success!

It's the story that tells itself...

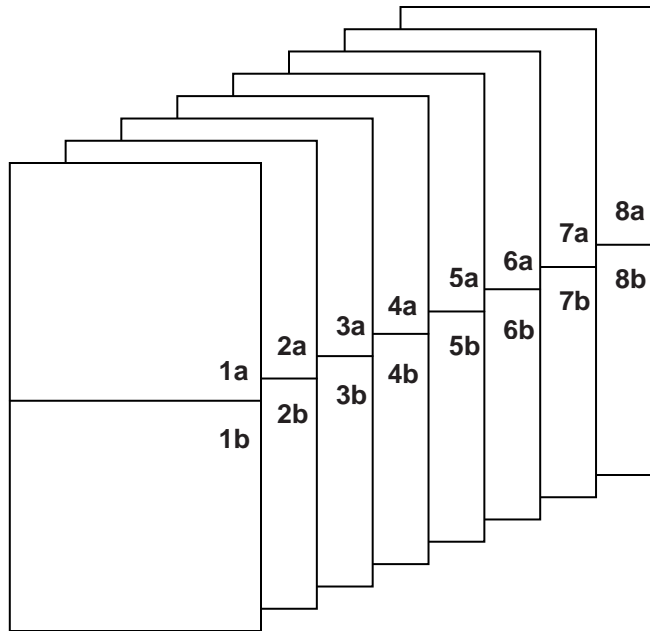
- ✓ Become part of a select retail group of Marazzi retailers
- ✓ Support by a company with over 70 years of experience in the tile industry
- ✓ Opportunity to earn back all out of pocket costs for a stand alone, unique display system that talks to the consumer in their language
- ✓ Receive marketing support in the form of in-store marketing, advertising templates, website listings and more!

Good Luck!

American Marazzi Tile

Attachments: Display Planogram
Display Packaging
Display Assembly Instructions
Program Registration Form

Display
 Planogram



<p>1a Campione Graphic Panel</p>	<p>2a Riflessi di Legno Graphic Panel</p>	<p>3a Jade Graphic Panel</p>	<p>4a Walnut Canyon Graphic Panel</p>
<p>1b Campione Grouted Panel</p>	<p>2b Riflessi di Legno Grouted Panel</p>	<p>3b Jade Grouted Panel</p>	<p>4b Walnut Canyon Grouted Panel</p>
<p>5a Vesale Stone Graphic Panel</p>	<p>6a Pierre de Cluny Graphic Panel</p>	<p>7a Imperial Slate Graphic Panel</p>	<p>8a Arctic Bay Graphic Panel</p>
<p>5b Vesale Stone Grouted Panel</p>	<p>6b Pierre de Cluny Grouted Panel</p>	<p>7b Imperial Slate Grouted Panel</p>	<p>8b Sumatra Graphic Panel</p>

PREMIER RETAILER DISPLAY PACKAGING:

Z183 - Premier Retailer Display		\$899.00		
Carton	Description	Contents	Dimensions	Weight
Display Box 1 of 2	Display Box #1	See Assemb Instr	36"x78"x20"	165 lbs
Display Box 1 of 2	Display Box #2	See Assemb Instr	40"x75"x 6"	250 lbs
Sample Box 1 of 16	Arctic Bay	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 2 of 16	Campione	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 3 of 16	Imperial Slate	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 4 of 16	Jade	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 5 of 16	Pierre de Cluny	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 6 of 16	Riflessi di Legno	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 7 of 16	Sumatra	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 8 of 16	Vesale Stone	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 9 of 16	Walnut Canyon	Graphic Panel	34.5" x 28.5" x 2"	12 lbs
Sample Box 10 of 16	Campione	Grouted Panel	34.5" x 28.5" x 2"	32 lbs
Sample Box 11 of 16	Imperial Slate	Grouted Panel	34.5" x 28.5" x 2"	32 lbs
Sample Box 12 of 16	Jade	Grouted Panel	34.5" x 28.5" x 2"	32 lbs
Sample Box 13 of 16	Pierre de Cluny	Grouted Panel	34.5" x 28.5" x 2"	32 lbs
Sample Box 14 of 16	Riflessi di Legno	Grouted Panel	34.5" x 28.5" x 2"	32 lbs
Sample Box 15 of 16	Veasale Stone	Grouted Panel	34.5" x 28.5" x 2"	32 lbs
Sample Box 16 of 16	Walnut Canyon	Grouted Panel	34.5" x 28.5" x 2"	32 lbs

MARAZZI USA

Premier Retailer Program

PROGRAM REGISTRATION FORM

DATE: _____

DISTRIBUTOR INFORMATION:

Name: _____

Salesperson Name: _____

Address: _____

City, State, Zip: _____

PREMIER RETAILER INFORMATION:

Name: _____

Owner Name: _____

Physical Address: _____

City, State, Zip: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

800 Number: _____

Fax: _____

E-mail Address: _____

Web Address: _____

I wish to be excluded from emails pertaining to promotions and information about the Premier Retailer Program.

I wish to receive emails pertaining to promotions and information about the Marazzi Premier Retailer Program.

Store Owner Signature: _____

Distributor Representative Signature: _____

Return Form to: premierretailerprogram@marazzitile.com

