



## Current market situation

- FEIN FMM MultiMaster family of tools introduced in July 2007
- Introduction very successful
- Oscillating market continues to develop and **more importantly grow!**
- Old FEIN Patents have run out and competition has entered the market
- FEIN has continued to expand applications of oscillating tools with new accessories



## Goals of new product packageing

- Introduce new accessories and applications of oscillating technology to end users
- Differentiate FEIN MultiMasters from competition on range of jobs that FEIN can do
- Position FEIN MultiMasters to be a better value to end user
- Protect margins to dealers and FEIN
- Increase channels of communication to reach potential end users in expanding tool category



## Product

- FMM Select and Top kits are changing to FMM Select Plus and Top Plus
- Goal is to make each kit more attractive to end users with the variety of accessories that are included with the respective kits
- Allow the end user to do more with their FEIN MultiMaster
- Changes to the kits:

# MultiMaster Select Plus and Top Plus introduction



## FMM Select Plus (Additions in red)

Accessories in kits	Current Select	FMM SELECT PLUS
<b>Triangle Sanding Pad</b>	<b>x</b>	<b>x</b>
<b>5 sheets (60,80,120,180)</b>	<b>x</b>	<b>x</b>
<b>1 Universal e-cut</b>	<b>x</b>	<b>x</b>
<b>1 Carbide Segment</b>	<b>x</b>	<b>x</b>
<b>1 segmented HSS</b>	<b>x</b>	<b>x</b>
<b>1 Ridged scraper</b>	<b>x</b>	<b>x</b>
<b>1 Carbide Rasp</b>		<b>x</b>
<b>Tool Case</b>		<b>x</b>
<b>134 wide e-cut blade</b>		<b>x</b>

# MultiMaster Select Plus and Top Plus introduction



## The FMM 250Q Select Plus



**Current Select Kit**  
MAPP removed June 1, 2010



**New Select Plus Kit**  
Now includes  
Carbide rasp  
134 wide e-cut  
Carrying case  
MAPP effective June 1,2010

# MultiMaster Select Plus and Top Plus introduction



## FMM Top Plus (Additions in red)

Accessories in kits	Current Top	FMM TOP PLUS
Triangle Sanding Pad	x	x
5 sheets (60,80,120,180)	x	x
1 Universal e-cut	x	x
1 Carbide Segment	x	x
1 segmented HSS	x	x
1 Ridged scraper	x	x
1 Carbide Rasp	x	x
Tool Case	x	x
1 Profile Sanding Kit	x	x
1 Dust extraction kit	x	x
<b>134 wide e-cut blade</b>		<b>x</b>
<b>4" round pad set</b>		<b>x</b>
<b>157 1 3/8" M cut (fiberglass)</b>		<b>x</b>

# MultiMaster Select Plus and Top Plus introduction



## FMM 250Q Top Plus



**Current Top Kit**  
MAPP removed June 1, 2010



## **New Top Plus Kit**

Now includes  
4 ½ inch sanding pad  
134 wide e-cut  
157 M- cut blade  
MAPP effective June 1,2010

# MultiMaster Select Plus and Top Plus introduction



## Price

Model	Description	(List)	Platinum		
Number		Sugg. Retail	Gold	MAPP	MAPP Status
		Price	Silver	Ad Price	
FMM 250Q SELECT	MULTIMASTER SELECT	\$389.00	\$248.96	<b>\$309.00</b>	Removed on June 1,2010
FMM 250Q SELECT Plus	MULTIMASTER SELECT Plus	\$411.00	\$263.68	<b>\$319.00</b>	Effective June 1, 2010
FMM 250Q TOP	MULTIMASTER TOP	\$499.00	\$319.36	<b>\$399.00</b>	Removed on June 1,2010
FMM 250Q TOP Plus	MULTIMASTER TOP Plus	\$499.00	\$319.36	<b>\$399.00</b>	Effective June 1, 2010



## Promotions

- Literature
  - ▶ MultiMaster comprehensive catalog
  - ▶ One page flyer
- Advertising
  - ▶ TV campaign
  - ▶ On line
  - ▶ Direct mail
  - ▶ E-mail
  - ▶ Print



## TV campaign

### ■ Infomercial 3

- ▶ Current Infomercial Plans
- ▶ Version 3 of infomercial will run all year
- ▶ Planned budget about \$10,000,000 based on performance
- ▶ Average spend for 2010 about \$250,000 per week
- ▶ Very similar spend to 2009



## TV campaign

- New for 2010 Short form DRTV ads
  - ▶ Introducing two forms of 30, 60 and 120 second TV ads
  - ▶ Featuring call to action to receive free DVD or visit web page for dealer reference
  - ▶ Steve Thomas will do voice over on 30 second spots and host the FEIN MultiMaster challenge
  - ▶ Ad one
    - Titled renovate this and is “How to oriented”
      - ▶ 6 different 30 second spots
      - ▶ Stackable- can be run consecutively
      - ▶ how to do specific jobs with FMM
      - ▶ Bathroom, kitchen, flooring and door renovation projects
  - ▶ Ad two
    - “FEIN MultiMaster Challenge”
    - 4 - 60 second spots
    - Comparing FEIN MultiMaster against our competitors doing jobs
    - Pro’s running tools against the FEIN MultiMaster to show what tool works best



## TV campaign

- Expected impressions on first segment of airings
  - ▶ 37,500,000 people
- Testing will begin on April 19 and end May 10
- Full roll out is planned for May 31, 2010
- Initial stations for testing (Subject to change depending on testing results)
  - ▶ National                      Local
    - Speed                      ABC
    - History                      CBS
    - Fox news                      NBC
    - DIY                      Fox
    - Science                      CW
    - ESPN
  
- Planned budget \$4,000,000.00 (can increase based on performance and results)



## Print Ads and On line

- Print ads- will run throughout year
  - ▶ Woodworker's Journal – May/June issue
  - ▶ This Old House – May issue
  - ▶ Remodeling – April issue
  - ▶ Handy – April/May
- Paid Search
  - ▶ Drives end users to landing page
  - ▶ Landing page drives end users to local dealer

The logo for Yahoo!, featuring the word "YAHOO!" in a bold, red, sans-serif font with a white outline.

The logo for Bing, featuring the word "bing" in a blue, lowercase, sans-serif font with a white outline.

The logo for Google, featuring the word "Google" in its characteristic multi-colored, sans-serif font.



## Place

### ■ Benefits of FEIN to Dealers

- ▶ Budget of over \$13 million geared to drive end users to dealers to see and feel product
- ▶ Expect about 60,000,000 impressions as a result of advertising efforts!
- ▶ Use of landing pages to drive these end users to local dealers
- ▶ Local dealers need to have product in stock
- ▶ Local dealers need to be able to sell FEIN