

## Press Release

Date  
August 9, 2010

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### **Retail News: Canadian Tire Launches Major Appliances**

**Ontario, CANADA** – Adding new competition to the White Goods market, Canadian Tire entered the scene this past week in limited stores debuting key appliance SKUs from INGLIS.

In Canada, many large retailers carry major appliances. Sears, HBC, Future Shop, The Home Depot, The Brick, Leon's and Lowe's dominate the appliance landscape, and effective August 1, Canadian Tire has been added to the list.

Advertised in the flyer are: INGLIS Top Load Washer and Dryer pair models IV4500 and IV8500 priced at \$349.00 and \$299.99 respectively.

Two Refrigerators priced at \$799.99 for the bottom mount ITB19440Q and \$399.99 for the top mount I8TXCWFXQ.

Also advertised: standard tub Dishwasher model IWU2236 at \$219.99 and a Coil Range model IVE3230 priced at 349.99.

For a full scan of the advertisement, please see pages 2 and 3 of this release.

While the launch is limited to selected markets (9 in Ontario and 2 in British Columbia), IFR will continue to track and produce reporting on what/where/when the retail giant will advertise and promote appliances in their Print Ads, In-Store and On-Line offerings.

IFR Monitoring helps retailers and manufacturers measure critical Shelf, Print Advertising and Internet share across the country and around the world. IFR Monitoring exists in over 60 countries, and is part of the GfK Group, the No. 4 market research company worldwide.

For questions, please contact James Kennedy at  
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Aug. 1  
631  
Aug. 1  
CANADIAN TIRE now offers

# major appliances

by **Inglis**  
HOME APPLIANCES



For days like today™

● Participating locations only

## AUGUST MONTH-LONG SPECIALS!

save  
**\$100**  
349<sup>99</sup>

### Coil cooktop range

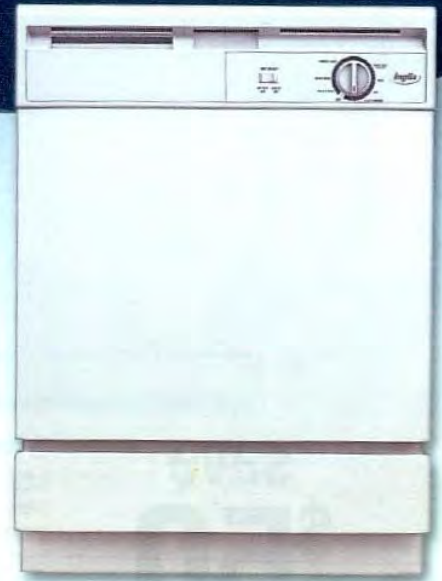
4.8 cu-ft oven capacity. Large viewing window. Model: IVE3230. 43-1860-4. Reg 449.99



save  
**\$80**  
219<sup>99</sup>

### Standard tub dishwasher

2 wash levels. 5 cycles. In-rack silverware basket. Model: IWU2236. 43-1858-2. Reg 299.99



save  
**\$50**  
799<sup>99</sup>

### 19 cu-ft capacity refrigerator

Clear, humidity controlled crispers. Spill-proof shelves. Electronic up-front temperature controls. Model: ITB19440Q. 43-1857-4. Reg 849.99



save  
**\$30**  
399<sup>99</sup>

### 18 cu-ft capacity refrigerator

Full-width wire shelves. Opaque crisper. Up-front temperature controls. Flat textured door. Model: 18TXCWFXQ. 43-1855-8. Reg 429.99



#### ONTARIO

KINGSTON: 59 Bath Road  
KINGSTON: 2560 Princess Street  
KINGSTON: 1040 Division Street  
TORONTO: 1015 Lakeshore Blvd East

#### WELLAND:

HAMILTON: 1283 Barton Street East  
SARNIA: 1380 London Road, Lambton Mall  
KITCHENER: 1400 Ottawa Street South  
GRAVENHURST: 431 Talisman Drive

158 Primeway Drive

1283 Barton Street East

1380 London Road, Lambton Mall

1400 Ottawa Street South

431 Talisman Drive

#### BRITISH COLUMBIA

PENTICTON: 960 Railway Street  
DUNCAN: 2724 Beverley Street

DE172-10-0



save  
**\$50**  
349<sup>99</sup>

**Washer**

3.2 cu-ft super capacity, 10 cycles, 3 temperature settings. Automatic temperature control monitors and adjusts incoming water temperature for ideal cleaning performance, and dissolves detergent efficiently. Porcelain wash basket helps resist stains and scratches. Model: IV4500. 43-1853-2. Reg 399.99

save  
**\$50**  
299<sup>99</sup>

**Dryer**

5.9 cu-ft capacity, 6 cycles, 3 temperature settings, including Energy Preferred. Large-opening door makes it easy to load/unload clothing. Reversible door for greater installation flexibility. Model: IV8500. 43-1854-0. Reg 349.99

See in-store for our full selection

Easy as ① - ② - ③

- ① Select your appliance in-store
- ② Choose your delivery date
- ③ Enjoy hassle-free delivery to your door

\$49.95 delivery charge applies per order.  
See in-store for more details

**NO PAYMENTS NO INTEREST**

**FOR 6 MONTHS\***

on major appliance purchases totalling \$200 or more

\*\$25 administration fee applies. Not available in Quebec. See inside back page for details. Cardmembers only. Apply in store.

**DEPENDABILITY PLUS<sup>SM</sup>**  
PROGRAM

Reliability, hassle-free! Imagine no repair bills. And no worries that something will go wrong with one of your biggest investments. The Dependability Plus service plan will keep your home's major appliances working reliably.

**EXTENDED WARRANTY:**

Extends the existing 1 Year Manufacturer's Warranty by an additional 24 months! This will give you **3 YEARS of worry-free Parts and Labour coverage.**

See in-store for complete details.

\*DEPENDABILITY PLUS is a registered service mark of Whirlpool Canada LP. Inglis is a registered trademark of Whirlpool Canada LP.