

Press Release

Date
August 24, 2011

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Instant Rebates Increase 6% on Washer and Dryer Pairs Jan-Jul 2011

USA, New York – Instant Rebates were applied to 35% of all print advertised Washer and Dryer Pairs from Jan-Jul 2011, an increase of 6% over the same period in 2010.

While the average price of a laundry pair dropped in 2011 (Jan-Jul) to \$980 from \$1013 during the same period last year, Instant Rebates continue to rise both in frequency and value providing further incentives for consumers.

In the first 7 months of 2010 the most common advertised Instant Rebates were \$400 and \$500 off a laundry pair. For the same period in 2011, Instant Rebate values of \$400 still remained popular, but retailers and manufacturers also offered higher value rebates of \$800 and up.

Brand Landscape

While nearly 20 brands compete for advertising, 5 brands hold a combined 72% share of laundry pair advertising with an Instant Rebate: Samsung, Frigidaire, Whirlpool, LG and GE.

20% of all laundry pairs with an Instant Rebate are from **Samsung** – up 6% from 2010. **Frigidaire** follows with a 16.7% share of laundry pairs with an Instant Rebate. **Whirlpool** holds third rank – 13.6% share of laundry pairs with an Instant Rebate.











LG and **Haier** are the only brands to show a significant decrease in Instant Rebate activity on laundry pairs in the first 7 months of 2011 versus the same period last year. Last year 25% of all laundry pairs with an Instant Rebate were **LG**; this year it fell -14% points to 11%.

In 2010 **Haier** laundry pairs were heavily promoted with Instant Rebates (7%), and this year the rebates declined -6% points to 1%.

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Top 5 Laundry Pairs WITH Instant Rebates

The Top 5 Advertised Laundry Pairs with Instant Rebates are below for reference – all Front Load pairs.

Rank	Washer	Dryer	Most Popular Instant Rebates	Share
1	Samsung WF210ANW 	Samsung DV210AEW 	\$280 and \$400	5.8%
2	Samsung WF220ANW 	Samsung DV220AEW 	\$210 and \$329	5.6%
3	Frigidaire FAFW4011LW 	Frigidaire FAQE7011LW 	\$400	4.8%
4	Whirlpool WFW9150WW 	Whirlpool WED9150WW 	\$400	4.7%
5	Maytag MHWE400WW 	Maytag MEDE400XW 	\$800	4.5%

IFR Monitoring helps retailers and manufacturers measure relevant causal Shelf, Print Advertising and Internet share across the country and around the world. IFR Monitoring is part of the GfK Group.

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