



Farm Bureau of Idaho Promotional Safe Offer

Farm Bureau Deal

Idaho Farm Bureau members receive a \$930-\$1,520 discount on six select Heritage Safe Models.

How does it work? (Nutshell Version)

Members call Joel Benson who will help them fill out the order form. Heritage safe will build a customized safe for them and deliver it anywhere in Idaho for \$150. The process usually takes 4-6 weeks.

Other Information? (Broader Version)

- I. Corporate Program:
 - A) Up to 44% OFF MSRP
 1. Heritage will absorb the 2-5% credit card transaction cost when the member utilizes a credit card (VISA, MasterCard & Discover accepted).
 2. Pricing schedule effective January 19, 2009

<u>Model</u>	<u>MSRP</u>	<u>Member Net Price</u>	<u>Savings</u>
SX3060	\$2399	\$1389	\$1010
SX3660	\$2899	\$1679	\$1220
SX4072	\$3599	\$2079	\$1520
AX3060	\$2199	\$1269	\$930
AX3660	\$2599	\$1499	\$1100
AX4072	\$3199	\$1849	\$1350

SX = SIGNATURE DELUXE Series

A = AMERICAN DELUXE Series

Options & Accessories

	MSRP	Member Price (per program offer)
S & G Electronic Lock	\$229	\$89
5-Point Handle Upgrade	\$69	\$49
Z-100 Dehumidifier	\$49	\$29
Wildlife Image (<i>Deer, Elk</i>)	\$99	\$50
Sales Tax (<i>Idaho residents only</i>)	6%	6%

DELIVERY/FREIGHT

1. Heritage Safe will drop ship orders (curbside delivery) for \$150.00
2. Factory pickup available M-Th by appointment (6% Idaho sales tax applicable)
3. Allow a minimum of 4-6 weeks for delivery
4. 12 –safe order per ship location freight prepaid

Signature Series:

Specifications	SX3060	SX3660	SX4072
Dimensions (WxHxD)	30 ½" x 60 ½" x 25 ½"	36 ½" x 60 ½" x 28 ½"	40 ½" x 72 ½" x 28 ½"
Overall Depth*	28 9/16"	31 ½"	31 ¾"
Weight	680 lbs.	750 lbs.	1000 lbs.
Body	1/8" solid	1/8" solid	1/8" solid
Door	3/8"	3/8"	3/8"
Hinges	Internal	Internal	Internal
Fire Liner	1 5/8"	1 5/8"	1 5/8"
Bolt Size	1 ¼"	1 ¼"	1 ¼"
# Bolts	12	12	18
Fire Rating	75 min.	75 min.	75 min.
UL Listed	Yes	Yes	Yes
Handle	14k gold 3-pt.	14k gold 3-pt.	14k gold 3-pt.
Interior Configurations*	4	4	4
Interior Color	Beige Suede Velour	Beige Suede Velour	Beige Suede Velour
Exterior Colors	6 Glossy	6 Glossy	6 Glossy

American Series:

Specifications	AX3060	AX3660	AX4072
Dimensions (W x H x D)	30 ½" x 60 ½" x 25 ½"	36 ½" x 60 ½" x 28 ½"	40 ½" x 72 ½" x 28 ½"
Overall Depth*	28 9/16"	31 ½"	31 ¾"
Weight	680 lbs.	750 lbs.	1000 lbs.
Body	1/8" solid	1/8" solid	1/8" solid
Door	3/8"	3/8"	3/8"
Hinges	Internal	Internal	Internal
Fire Liner	1 5/8"	1 5/8"	1 5/8"
Bolt Size	1 ¼"	1 ¼"	1 ¼"
# Bolts	12	12	18
Fire Rating	75 min.	75 min.	75 min.
UL Listed	Yes	Yes	Yes
Handle	Chrome 3-pt.	Chrome 3-pt.	Chrome 3-pt.
Interior Configurations*	4	4	4

Interior Color	Beige Suede Velour	Beige Suede Velour	Beige Suede Velour
Exterior Colors	5 Textured	5 Textured	5 Textured

**Expandable™ interior is standard*

Standard  Security Features

- ✓ Active Lock Bolts
- ✓ Recessed Pry-Resistant Door
- ✓ Solid Reinforced Door
- ✓ Concealed Internal Hinges
- ✓ Diam-A-Shield™ Hard Plate
- ✓ Quad Sleeve™ Relocker System
- ✓ Positive-Deadlock System
- ✓ Seamless Body Design
- ✓ UL Listed Bank-Style Lock

More information below

Idaho Farm Bureau Insurance

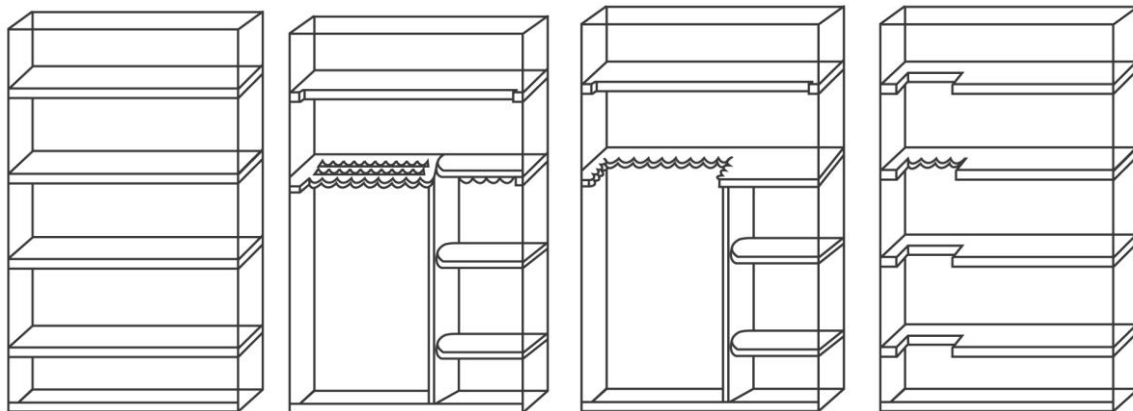
The coverage for the contents of your qualifying UL rated safe is doubled for theft of jewelry, watches, furs, semiprecious stones, firearms, silverware, and goldware, if and when you experience a loss from your locked safe. Your Idaho Farm Bureau Insurance policy, coupled with the superior security features of a Heritage safe, offer every Farm Bureau member a new level of security and safety.

FARM BUREAU OF IDAHO PROMOTIONAL GUN SAFE OFFER
No limit on quantity purchased.

MODEL *		
Specifications	Signature	American
Exterior	High Gloss Urethane	Textured Zolatone
Warranty	Lifetime	Lifetime
Hardplate	Floating multi-layer	Floating multi-layer
Body	1/8" solid steel	1/8" solid steel
Door	3/8" solid steel	3/8" solid steel
Hinges	Internal	Internal
Fire Liner	1 5/8"	1 5/8"
Bolt Size	1 1/4"	1 1/4"
# Bolts	12-18	12-18
Fire Rating	ITR Class III 75 min.	ITR Class III 75 min.
UL Listed	Yes	Yes
Handle	Gold 3-pt.	Chrome 3-pt.
Interior Configurations*	4	4
Interior Color	Beige Smooth Velour	Beige Smooth Velour

* Available in 3060, 3660, 4072 models

OPTIONS



Executive

Expandable™

EZ Out

ExecuSport™

Long Gun Capacity

Model	Expandable	Executive	EZ-Out	ExecuSport
3060	18 to 27	4 shelves	13	4
3660	32 to 44	4 shelves	17	4
4072	40 to 52	5 shelves	19	6

FARM BUREAU GUN SAFE ORDER FORM

Member Information

Last Name: _____ First Name: _____ Home Phone: () - Work Phone: () -

Street: _____ City: _____ State: _____ Zip: _____

Requested Model (Please Check One):

SX3060	\$1389	<input type="checkbox"/>	or	AX3060	\$1269	<input type="checkbox"/>
SX3660	\$1679	<input type="checkbox"/>	or	AX3660	\$1499	<input type="checkbox"/>
SX4072	\$2079	<input type="checkbox"/>	or	AX4072	\$1849	<input type="checkbox"/>

Interior Configurations (Please Check One):

No Charge associated with this option

Expandable	<input type="checkbox"/>
Executive – 4 Full Shelves	<input type="checkbox"/>
EZ Out (13)	<input type="checkbox"/>
ExecuSport™	<input type="checkbox"/>

Exterior Color (Please Check One):

Gloss Black	Granite Textured
Hunter Green Metallic	Cherrystone Textured
Midnight Blue Metallic	Sandstone Textured
Ivory White	Bluestone Textured
Dark Burgundy Metallic	Emeraldstone Textured
Titanium Metallic	

	<u>Signature Deluxe</u>	<u>American Deluxe</u>
1. Please Fill In Totals: Requested Model Member Base Price:	\$ _____	or \$ _____
1. a. Additional 2 nd Safe Charge	\$ _____	\$ _____
2. S&G Electronic Lock (Add 89.00 – Reg. \$229)	\$ _____	\$ _____
3. Z-100 Dehumidifier (Add 29.00 – Reg. \$49)	\$ _____	\$ _____
5. 5-Point Handle Upgrade (Add \$49.00 Reg. \$59)	\$ _____	\$ _____
6. Elk or Deer Decal (Add \$50)	\$ _____	Not Available
7. Total Price Before Sales Tax: (Add all above lines)	\$ _____	\$ _____
8. Sales Tax: (Multiply Line 5. by 0.06)	\$ _____	\$ _____
9. Option D. Curbside delivery (Add \$150.00)	\$ _____	\$ _____
10. Total Cost of Safe with Options (Add lines 5-7)	\$ _____	\$ _____

Method of Payment (Please check one): **Personal Check** **Credit Card** (VISA, MasterCard, or Discover)

If paying by Check, please attach to order form, and remit to “Heritage Safe Company”

If credit card was selected: Type _____ Number _____ - _____ - _____ Exp. _____ - _____

Name of Cardholder: _____ (as it appears on the card)

Signature: _____ (required for all orders) Date: _____

Special Instructions: _____

Please allow minimum 4-6 weeks for delivery. Fax Order Form to 208-425-3245 c/o Farm Bureau Member Order

Heritage Safe, Idaho Farm Bureau Membership Benefit

Questions and Answers

Q1: Who is Heritage Safe Company?

A1: Heritage Safe is one of the largest residential safe manufacturers in the United States. The primary residential market includes security for guns, jewelry and personal heirlooms. Founded in 1993, Heritage Safe is a privately held corporation located in the Rocky Mountain valley of Grace, Idaho. Heritage Safe is the largest private employer in Grace. Heritage employees exemplify an excellent work ethic with a focus on continuous improvement in providing the best safe value on the market.

Q2: Who do I contact with questions on the program?

A2: Please contact Lance Robinson at Heritage Safe Company 800-515-7233 or at lrobinson@heritagesafe.com.

Q3: What is the purpose of the gun safe membership benefit being jointly offered by Heritage Safe and Idaho Farm Bureau?

A3: Help ensure guns and ammunition are properly secured, resulting in reduced crime, accidental discharges and liability, and to provide peace of mind and safety within the community. In addition, allow members to take advantage of the significant insurance benefits of having a safe.

Q4: Who designed the program and criteria?

A4: Heritage Safe and Idaho Farm Bureau jointly developed the program. The criterion was developed by these companies to take advantage of huge savings as well as to offer each member the benefit of an exceptional value on a high-quality security safe, with the added insurance benefits to owning a Heritage safe.

Q5: How do I know that this is an exceptional offer?

A5: The weight of the safe, fire rating, security features, and warranty are great indicators of the overall value and quality of a Heritage safe. In addition, compare your price to that of the Manufacturer's Suggested Retail (MSRP).

Q6: What is the expected window of delivery?

A6: Please allow 4-6 weeks from order date for delivery. Heritage Safe will drop ship safe to members, curbside delivery, for \$150.00.

Q7: Can I pick the safe up at Heritage Safe in Grace for no charge?

A7: Yes, with prior arrangements, safes may be picked up at Heritage Safe in Grace (20 N. Industrial Park Rd., Grace, ID, 208-425-3052) Monday-Thursday, 8:00 a.m.-3:30 p.m. Tie downs should be used to secure the safe in your pickup. The safe must be loaded lying on its back and tied to the truck.

Q8: Are decal options available?

A8: All safes come with the Heritage Safe logo, and a Farm Bureau logo near the bottom of the safe door. In addition, you can purchase a White Tail Deer or Elk image for \$50 (retail value \$99; available on Signature series only).

Q9: How may I pay for the safe?

A9: Acceptable forms of payment include VISA, MasterCard, Discover, personal check or money order. Members can pay using American Express through the Idaho Farm Bureau, but will be charged an additional processing fee. Payment must accompany order. **Farm Bureau Finance Company offers financing options.**

Q10: If I order a safe, a) when will the check be cashed? Or b) when will the charge be applied to my credit card?

A10: a) Checks will normally be cashed when the order is received at Heritage Safe. Normally, it takes approximately 7 days for checks to clear. b) Credit cards will be charged when the safe is ordered.

Q11: What kind of financing program is available?

A11: Farm Bureau Finance Company will finance with a 25% down, 24 month option on approved credit. Contact Brett Fuhrman at 208-232-7914 or pick up a credit application at your county Farm Bureau Office.

Heritage Safe, Idaho Farm Bureau Membership Benefit

Questions and Answers

Q12: What is the total price of my safe?

A12: The total price includes the member safe price, optional delivery costs, and any optional features that are included with the safe (i.e., wildlife image, pistol rack, electronic lock).

Q13: What about sales tax?

A13: Idaho residents must pay the appropriate sales tax (6%).

Q14: What if I am not home, and appropriate arrangements have not been made for delivery?

A14: The safe will be left at a local freight terminal, accompanied by a note indicating that the delivery schedule was not accommodated. Delivery fee is non-refundable. Member may be subject to storage fee.

PRODUCT QUESTIONS

Q15: What are the differences between an electronic lock and a mechanical lock?

A15: The electronic lock is a great choice for customers looking for a user friendly, quick access solution. The electronic lock is battery operated (9 volt alkaline). The mechanical lock comes with a pre-set combination, and is operated by turning the dial. Both the mechanical and electronic locks are UL listed, and provide excellent security. The mechanical dial offers time-tested dependability. In addition, both locks are equipped with internal relockers for added protection.

Q16: What does the fire rating mean?

A16: Every Heritage Safe has been tested and certified by an independent fire testing facility. Featuring the I-tech Thermal Response Class III fire rating, each safe is rated at 1250°F for 75 minutes. This means that the safe can endure temperatures of 1200°F for 60 minutes before the internal temperature of the safe reaches 350°F. An internal temperature of 350°F signifies test failure. Keep in mind that a typical house fire burns at approximately 1200° F. In general, the fire reaches its hottest point at approximately 20 minutes before burning itself out in one spot, or moving to a new location (most common), taking with it the majority of heat.

Q17: What is the difference between a Signature Deluxe Series and American Deluxe Series safe model?

A17: The most apparent difference between the two models is the finish. The Signature Deluxe offers five high gloss finishes with gold trim, whereas the American Deluxe comes in a single textured-style granite finish. Secondly, the Signature Deluxe has gold trim and a 14karat gold 3-point handle vs. chrome trim on the American Deluxe series.

Q18: What is the difference between a solid Heritage door and a competitor's composite door?

A18: Every Heritage Safe door is comprised of a solid 3/8" steel plate. Some composite doors consist of a thin 12 or 14-gauge piece of steel wrapped at the edge to give the appearance of thickness. Composite doors are much lighter than solid steel and do not provide the same level of security.

Q19: What is included in the lifetime warranty? Extended warranty?

A19: The Heritage Safe Lifetime Warranty covers forced attack, forced entry, & smoke and fire damage, and offers 5-year paint and mechanical lock coverage (2 year coverage on electronic locks). This warranty covers in-home repair; however, if factory repair or replacement is necessary, just return the damaged safe by prepaid freight, and Heritage will return your new or repaired safe free of charge. Heritage Safe provides the most inclusive Extended Warranty in the industry. In addition to standard warranty coverage, the extended warranty offers lifetime mechanical lock (5 year electronic lock), lifetime paint, lifetime mechanical/workmanship, and when necessary free freight both to and from the factory for repair or replacement.

Q20: How can I participate in the Extended Warranty?

A20: Inside your safe you will find an envelope with various instructional documents. Included in that information is a lifetime warranty certificate, as well as an extended warranty certificate. Fill out the extended warranty certificate, keep the top portion for your records, and send the bottom portion, along with a check for \$149.00 to:

Heritage Safe Company
P.O. Box 349
Grace, ID 83241