

The Truth About Manufacturer Warranties

Congratulations on your new purchase. We wish you years of enjoyment from your new equipment. Nobody wants to think about potential problems with the brand new products they buy but if there ever was a good time to consider the truth about electronics, now would be it. Unfortunately, we don't live in a perfect world and whenever purchasing consumer electronics or appliances you must be aware of their limitations.

It is unquestionable that you have purchased your brand new equipment partly because of the name brand. The name brand of a product usually comes with a reputation for manufacturing quality equipment that the company stands by. In other words, should the new product you are buying fails to operate, the manufacturer will be there to rectify the problem. After all, they have a reputation to uphold. Well, you are 100% correct. The manufacturer will usually do everything in their power to help you through the problem if your product is still under warranty.

BUT, Manufacturers are smart. They've been producing products for years and they know and understand far better than you or I how long they should warrant a particular product and when it becomes too costly to do so. That is, they know when to call it quits. Now we are not suggesting that manufacturers deliberately set their products to operate for specific lengths of time and then throw their hands into the air when the inevitable happens. What we are saying is that the smart people employed by the manufacturer of the product you have just purchased have determined that after a certain length of time it is fair for them to step away from their obligation to repair or replace your product at their expense.

Manufacturers are caught in a very tangled Catch-22. On one hand, manufacturers are concerned about their products price tag. All manufacturers want to offer the public a good value. That is, they want their products price to be attractive to buyers relative to the features the product offers. On the other hand, the desire to keep prices low forces the manufacturer to make certain concessions such as warranty coverage and duration.

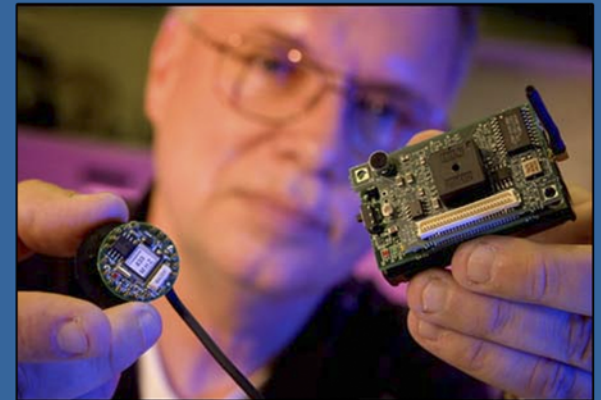
Manufacturers know all too well that it is very expensive to repair and replace products for extended periods of time. The fact of the matter is, manufacturers understand that most problems with electronic components often occur after their short term coverage has already expired. By limiting their liability through shorter term coverage, manufacturers are able to pass savings along to consumers by reducing the cost of their products. For example, it is not uncommon nor is it frowned upon when a manufacturer offers labor coverage as short as 90 days.

This is where Consumer Priority Service comes in. CPS provides its cardholders with parts and labor coverage up to 5 (five) years beyond the manufacturer's written warranty with an option to extend. With a CPS extension plan, consumers get the exact same comprehensive coverage they would get under the manufacturer's warranty for the duration of time you would require it most. Each and every CPS membership comes with hassle free, expert protection for a fraction of your products cost. Owning a Consumer Priority Service protection plan virtually guarantees your product years of operation. With attractive features such as a zero deductible and 24 hour online registration and claims availability, Consumer Priority Service is rapidly becoming America's premier provider of aftermarket extended service plans for the consumer electronics and appliance industries. Don't leave things to chance; let our experts protect you from the potentially very high costs of repairs or replacement.

Our Shield Means You're Protected

WHY CHOOSE CONSUMER PRIORITY SERVICE?

- ✓ 100% comprehensive parts and labor coverage
- ✓ Thousands of nationwide authorized service centers
- ✓ Zero deductible
- ✓ Convenient toll-free 800 number
- ✓ If we can't fix it, we will replace it
- ✓ No lemon policy
- ✓ Fully renewable, Fully transferable
- ✓ Easy to use registration and claims process
- ✓ Standard worldwide coverage with CPS GLOBAL
- ✓ Over 45 years of collective industry experience
- ✓ Supported by top industry distributors and dealers
- ✓ On site service available for televisions and appliances
- ✓ Online customer tools
- ✓ We pay close attention to details
- ✓ Available 24 hours a day at www.cpscentral.com



Our Shield Means You're Protected