



EDWARDS REFRIGERATION NAMED A BRYANT FACTORY AUTHORIZED DEALER

INDIANAPOLIS (Sept 3, 2003) – Edwards Refrigeration, Bennettsville, S.C., was recently named a Bryant Factory Authorized Dealer. Bryant Heating and cooling to promote quality, excellence and attention to detail in solving the heating and cooling needs of homeowners by Bryant dealers designed this endorsement program.

“It is an honor to have the distinction of the first Bryant Factory Authorized Dealer in the Carolinas,” said Van Edwards, president of Edwards Refrigeration. “We are committed to our customers’ satisfaction with the most qualified technicians and continuing to be a leader in the industry.”

In business since 1977, Edwards Refrigeration serves the needs of commercial businesses and residential homeowners in Marlboro, Chesterfield, Dillon and Darlington counties.

“We’re proud that Edwards Refrigeration has achieved Factory Authorized Dealer status,” said Halsey Cook, president of Bryant Heating & Cooling. “Edwards’ reputation for excellent customer service precedes them in the Carolinas, and they’ve certainly been one of our top dealers in the United States for many years, so it’s no surprise they would be one of the first to qualify for this distinction.”

Bryant Heating and Cooling is one of the only manufacturers to offer a national, standards-based endorsement program. Bryant Factory Authorized Dealers have to meet stringent participation requirements, including U.S. Environmental Protection Agency certifications and local licensing; North American Technical Excellence (NATE) certification of at least 50 percent of the dealer’s technicians; a commitment to offer a 100 percent Satisfaction Guarantee on all installations; and, extensive training and testing on sales and business practices through Bryant’s Academy.

The Factory Authorized Dealer program creates a unique position for Bryant dealers in the local marketplace by providing a sustainable marketing advantage over the competition. Factory Authorized Dealers are promoted by Bryant Heating and cooling and receive a company endorsement to the consumer using a *written 100 percent satisfaction guarantee* backing the dealer. These assets are designed to create and build improve customer loyalty and increase referral business.

Consumers benefit from the Factory Authorized Dealer endorsement as well. When calling a Factory Authorized Dealer, consumers can be assured of choosing among Bryant’s industry-leading, innovative HVAC systems for the home or small business; dealer expertise in selecting, installing and servicing the equipment; an even higher standard of service; and, a written assurance of quality.

“When homeowners see the Factory Authorized Dealer label, they can count on peace of mind and a ‘no risk’ option,” said Keith Terrell, Bryant channel marketing manager. “This means fewer, if any, callbacks, hassle-free transactions and superior customer service.”

For more information about the Bryant Factory Authorized Dealer program or Bryant Heating and Cooling systems, please call 1-888-999-BRYANT or visit our Web site at www.bryant.com. For more information about Edwards Refrigeration, please call (843) 479-9601 or visit www.edwardsrefrigeration.com.

Bryant Heating & Cooling Systems, a national brand of heating and cooling equipment, has been making North America comfortable since 1904. It is a member of the United Technologies Corporation (NYSE:UTX) family.