



FOR IMMEDIATE RELEASE

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Make Payne® 10-year warranty a selling point

SYRACUSE, N.Y., April 1, 2009 – You know Payne products provide an affordable, quality alternative for your customers, but did you know they also come with a 10-year limited warranty? This is just one more way Payne makes it easy for you to offer your customers great products for all their heating and cooling needs. “Payne already offers high quality products at a terrific value,” said Payne Brand Manager Tom Archer. “The Payne 10-year warranty is one more selling point for HVAC/R technicians.”

Archer explained that the Payne 10-year warranty is a parts limited warranty available on all Payne-branded equipment. Original homeowners who register their product within 90 days are eligible for this benefit. While homeowners are responsible for completing the warranty registration, Archer suggested that HVAC/R techs assist them in the process. “When the HVAC/R tech helps the customer ensure their warranty is in place, it helps build a sense of trust. The customer will remember that the next time they have an HVAC/R concern,” Archer said. He added that offering the customer a Payne 10-year limited warranty also instills a sense of trust in the equipment itself. “The warranty shows that we stand behind our products,” Archer said. “From a financial standpoint the warranty is helpful because customers won’t have to worry about the cost of parts should any need replacing.”

Where can you find Payne products? Totaline sales centers offer a full line of Payne equipment, from heat pumps, to AC units, to furnaces. And, when you make your local Totaline sales center your one-stop shop for Payne, you’ll be eligible to receive FREE STUFF. In 2009, Totaline sales centers are offering eight terrific FREE STUFF items – a Totaline auto travel set, a Totaline 20” duffel bag, a digital photo keychain, a Totaline project calculator, a Totaline/Payne tool bag, a Totaline travel organizer, a Totaline auto tumbler and flask, and a Totaline deluxe chair cooler with padded seat – with the purchase of Payne products. For more details on these and other FREE STUFF offers, go to www.totaline.com.

About Carrier Corp.

Carrier Corp., headquartered in Farmington, Conn., is the world’s largest provider of heating, air-conditioning and refrigeration solutions. With 2008 revenues of \$14.9 billion, Carrier has approximately 41,000 employees worldwide and operations in more than 170 countries. Carrier is part of United Technologies Corp., a Hartford, Connecticut-based provider of products and services to the aerospace and building systems industries worldwide. Visit www.carrier.com for more information.

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