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For more information, contact:

Kari Palutis, NORDYNE

Phone: 636-561-7583

Email: palutisk@nordyne.com

Release available at www.nordynenewscenter.com

Product photos available

HOMEOWNERS SAVE BIG WITH THE FRIGIDAIRE “GO GREEN, SAVE GREEN” FALL PROMOTION

St. Louis, September 3, 2009 — Frigidaire warms up the savings with its fall “Go Green, Save Green” incentive program on select Frigidaire ecoLogic heating and cooling products, including rebates up to \$1,300 or special low-interest financing for 36 months. The promotion runs from September 1, 2009, through November 30, 2009.

Frigidaire dealers can expect a positive consumer response to the program based on the brand’s spring promotion. The “Go Green, Save Green” 2009 spring rebate program experienced a 60 percent increase in consumer participation compared to the 2008 program – a positive sign for the industry. Many of the homeowners combined the manufacturer’s rebate with the federal tax credit, giving them an incredible deal on a highly efficient Frigidaire home comfort system.

Frigidaire high-efficiency units carry a 10-year limited parts warranty and a 10-year Quality Pledge to replace the entire unit if the compressor or heat exchanger fails.

The “Go Green, Save Green” incentive program is only available through participating Frigidaire dealers and distributors. To see which Frigidaire units carry the green ecoLogic seal, please visit www.frigidaire.net.

About NORDYNE.

A trusted name in the industry, NORDYNE has been designing and manufacturing reliable heating and cooling products for 90 years. The company focuses on creating genuine value for its customers through a unique combination of innovation, product performance and responsive support. NORDYNE uses proven technology to build long-lasting residential Frigidaire systems. The company’s 24.5-SEER iQ Drive[®] air conditioner received the prestigious 2008 AHR Expo Product of the Year award. NORDYNE is headquartered in O’Fallon, Mo., with manufacturing plants located in the central United States. For more information about NORDYNE and its product offerings, please visit www.nordyne.com.

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