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**NORDYNE, R.E. MICHEL LAUNCH THE BROAN BRAND
OF HEATING AND COOLING SYSTEMS**

Partnership provides unique opportunity for both companies.

St. Louis, October 15, 2009 — Contractors in many markets of the United States have an exciting opportunity to help grow the new heating and cooling brand, Broan®. A joint effort between manufacturer NORDYNE and nationally recognized distributor R.E. Michel Company, Inc., Broan offers a complete line of residential systems and manufactured housing equipment.

“This is a strategic partnership that combines the genuine value of NORDYNE products with R.E. Michel’s extraordinary service,” says Dave LaGrand, president and CEO of NORDYNE. “The Broan line of heating and cooling equipment gives dealers a full line of reliable, innovative systems – including the 20-plus SEER iQ Drive® air conditioners and heat pumps.”

A leader in home ventilation for more than 75 years, Broan is a name that consumers are familiar and comfortable with. Broan systems will provide even more assurance to homeowners with an industry-leading 10-year limited parts warranty and a 10-year Quality Pledge to replace the entire unit in the event of a major failure.

“We are selectively recruiting dealers now,” adds Doc Michel, president of the R.E. Michel Company. “We’ve assembled an aggressive dealer package for those committed to selling and promoting the Broan brand. Right now we’re looking for contractors eager to grow because we’re ready and able to help them achieve their goals with Broan.”

The new Broan line of heating and cooling equipment is available exclusively through the R.E. Michel Company. Interested contractors should visit www.remichel.com to find a location near them. For more information on the Broan products, please visit www.broanhvac.net.

About R.E. Michel.

The R.E. Michel Company was founded in Baltimore, Maryland in 1935. Still family owned and operated, the company has grown to be one of our nation's leading wholesale distributors of HVACR equipment, parts and supplies. With more than 200 sales locations, R.E. Michel's conveniently located branches carry an extensive inventory that meets the needs of its market and customers. For more information about the R.E. Michel Company and its product offerings, please visit www.remichel.com.

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 reliable residential Broan 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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