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**SURVEY SAYS: CONTRACTORS ARE IN WITH GREEN.**

*NORDYNE online survey yields interesting results.*

**St. Louis, December 2, 2008** — Whether we like or not, the world is going green. Television commercials, radio messages, even the content in trade publications, are all shouting that it's time to go green. So are HVAC contractors listening? According to a recent survey conducted by NORDYNE, the answer is yes.

NORDYNE surveyed contactors during the month of October and asked their plans for using green marketing. Of the respondents, 53 percent said they currently use green in their sales calls. Another 28 percent said that green is something they are looking at in 2009, and 19 percent said their green movement will start in the next two to five years.

“According to this data, we should be seeing close to 80 percent of contractors offering a green solution in 2009,” says Doug Jones, vice president marketing and sales for NORDYNE. “This is great news in terms of the industry showing that it is progressive and responsible with the majority of contractors proposing high-efficiency equipment.”

Results from the NORDYNE survey are also supported by interest in NORDYNE's ecoLogic™ marketing program, the green designation for the company's highest efficiency equipment.

“Dealers have been very excited about being able to approach homeowners with a green program,” adds Jones. “Even in this tight economy, homeowners realize the long-term energy savings with high-efficiency products and are willing to pay more for it.”

For more information on the ecoLogic green program, dealers and distributors should visit [www.ecoLogicHVAC.com](http://www.ecoLogicHVAC.com).

A trusted name in the industry, NORDYNE designs and manufactures heating and cooling products for premium brands such as Maytag, Frigidaire, Westinghouse, Tappan and NuTone. The company's 24.5-SEER air conditioner with iQ Drive® 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](http://www.nordyne.com).

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