

# Press Release



9000 Conservation Way  
Fort Wayne IN 46809  
260-478-5667  
www.waterfurnace.com

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**Editorial Contact:**  
Jon Lee  
Marketing Project Manager  
260-479-3209  
Jon.lee@waterfurnace.com

## **Second Dealer Design Award is Presented to WaterFurnace** *Savings Calculator Earns Honorable Mention in 2009 Awards Program*

Fort Wayne, IN – *The Air Conditioning Heating & Refrigeration News* magazine has presented WaterFurnace with a second award, as part of its 2009 Dealer Design Award program. The program awarded the [WaterFurnace Savings Calculator](#) honorable mention in Product Category #12 – Contractor Services & Software.

The Savings Calculator is a new, innovative online tool that provides homeowners with a free estimate of the savings associated with installing a WaterFurnace system versus a conventional gas, oil or propane furnace or an air-to-air heat pump. Available through the WaterFurnace web site and participating WaterFurnace dealer web sites, the Savings Calculator asks homeowners a number of simple questions.

Using answers to these questions, the Savings Calculator presents homeowners with a choice of three geothermal units that provide good, better and best options. Each choice includes the approximate annual heating and cooling savings and water heater savings the unit offers, as well as information about each unit.

Homeowners can also request information about the tax credit available for geothermal systems under the American Recovery and Reinvestment Act of 2009. In addition, the tool provides homeowners with the opportunity to request follow-up contact from the WaterFurnace dealer in their area.

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“We’re especially proud of this award, because WaterFurnace is the only geothermal manufacturer that offers a savings calculator capable of providing homeowners with an estimate to this degree of accuracy,” said Andy Fracica, director of marketing. “The tool attracts potential customers to their site and provides them with important information about these customers. The Savings Calculator is a sophisticated lead generation tool because in order for it to work, the visitor provides us with their street address and ZIP Code so that the tool can locate their house. Whether a customer wants a dealer to contact them or not, by knowing the address of an interested party, a dealer can plan and implement a radius marketing campaign for a particular area. It is a safe bet that if one person in the area is interested in geothermal heat pumps, others in the area will also be interested in it as well.”

The Savings Calculator joins the WaterFurnace Synergy3D Series hydronic system in the winners circle. The Synergy3D Series earned honorable mention in Product Category #2 – HVAC High Efficiency Residential Equipment. Both products were featured in the July 13 issue of *The News*, which is distributed nationally to more than 33,000 HVAC contractors, wholesalers and other industry professionals.

The Dealer Design Awards Program recognizes companies whose products are designed with dealers, contractors and service technicians in mind. This year, an independent panel of 41 contractors rated 124 entries from 84 different brands.

## **WaterFurnace International, Inc.**

WaterFurnace International, Inc. is the leading manufacturer of residential, commercial, industrial and institutional geothermal and water source heat pumps. Products from WaterFurnace include energy-efficient and environmentally friendly geothermal comfort systems, indoor air quality products and pool heaters. WaterFurnace (TSX:WFI) was founded in 1983, the company is headquartered in Fort Wayne, Ind.

For additional information, please visit [www.waterfurnace.com](http://www.waterfurnace.com).

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