



Bryant Online Press Kit

Chapter 1: The Antidote for the Same Old Story

Bryantman to the rescue for your next story! The ongoing search to find an expert source on consumers and how they manage their home comfort is over. Bryant has consumer advocates who can inform your readers about the latest in heating, cooling and managing the air in their homes.

Interested in getting a professional perspective on home heating and cooling trends? We can put you in direct contact with the people who are creating today's most durable and energy-efficient products and the latest home comfort solutions. And Bryant Factory Authorized Dealers, who meet the highest standards for their technical expertise, can provide firsthand insight into what consumers are looking for today, both on a national and local level.

Look to Bryant when you need insight on:

- o **Home Heating and Cooling** - It's more than a simple furnace or air conditioner. Consumers today have a wide variety of choices, and we can provide you with the latest information.
- o **Cost Efficiencies** - Energy costs continue to rise and there are important features consumers should look for in their heating and cooling systems.
- o **Indoor Air Quality (IAQ)** - The level of indoor air pollutants in most homes can be higher than a homeowner may think. The EPA now ranks IAQ as a high priority public risk. From allergens to other indoor air pollutants, there are effective tools that homeowners can have installed to help create a healthier home environment.
- o **Smart Homes** - Lights on, television on, and temperature at 72 degrees – all before setting foot in their home. Bryant can inform you about the latest gadgets that allow consumers to check on their home heating and cooling system, even when they're not at home.
- o **Green Building** - More homeowners are looking for the most environmentally responsible ways to heat and cool their home. Bryant has in-depth information on the variety of systems available.
- o **Finding a Reputable Contractor** - What should consumers look for when they need a responsive, reliable heating and air-conditioning contractor?

But the story doesn't end there. Turn the page and check out all Bryant has to offer...

Chapter 2: Bryant Vitals

As a leading supplier of heating, ventilation and air-conditioning (HVAC) equipment, Bryant Heating & Cooling Systems has been dedicated to protecting and defending indoor comfort since 1904. Bryant's heroic dealers are devoted to doing Whatever It Takes to deliver service excellence for consumers nationwide – backed by the strength of exceptional reliability and energy efficiency, thanks to an extensive line of durable heating and cooling products

- Birth:** Charles (Charley) Lester Bryant founded the Natural Gas Regulator Company in 1904 in Cleveland, Ohio. In 1908, the name changed to The Bryant Heater & Manufacturing Co.
- Operations:** With more than 30 distributors and 4,000 dealers, Bryant prides itself as the homeowner's local source for energy-efficient, easy-to-use and durable heating and cooling systems.
- Arsenal:** Focusing on savings, efficiency and comfort, Bryant offers residential air conditioners, gas and oil furnaces, heat pumps, controls, indoor air quality (IAQ) products, generators, light commercial rooftop heating and cooling units, rooftop heat pumps and aftermarket service and parts.
- Command Center:** Bryant Heating & Cooling Systems
7310 W. Morris Street
Indianapolis, IN 46231
- Online Headquarters:** www.bryant.com
- Bryant Extracurriculars:** Bryant, along with its dealers and distributors, is actively involved in civic and community-minded endeavors across the country, such as Habitat for Humanity® and local youth sports sponsorships.

Turn the page to learn more about the superhero behind every Bryant dealer...

Chapter 3: Bryantman Dossier

Bryantman, the superhero Bryant dealer who battles evil villains that prevent home heating and cooling comfort, was introduced in Bryant advertising in 2006. Bryantman embodies Bryant dealers' commitment to service excellence and dedication to doing Whatever It Takes, underscoring their role as true consumer advocates and the real heroes of home comfort. Meet the characters that help homeowners put a face to the Bryant brand:

- o **Nemeses**

Bryantman fights nemeses Scorcher and Bone Chiller, who symbolize extreme temperatures. Scorcher, the frightening, fiery-eyed villain, makes everything hot, humid and uncomfortable, while the wicked, cackling Bone Chiller makes the world shiver.

Along with rivals Scorcher and Bone Chiller, Bryantman's latest archenemies are Refrigerosaurus and Dr. Contaminator. Refrigerosaurus is an ancient dinosaur representing the outdated refrigerant Freon®. Like the old reptile that is Refrigerosaurus, Freon will soon be extinct when it is phased out starting in 2010. Dr. Contaminator, also no friend to the environment, infiltrates people's homes and contaminates their indoor air quality. He maliciously pumps their homes full of bacteria, allergens and pollutants that turn the indoor environment into an unhealthy, toxic atmosphere.

- o **Sidekick**

Pup is Bryantman's faithful canine sidekick, always in tow to lend an extra hand. Pup first appeared in some of Bryant's earliest advertising and helps connect Bryant's century-old commitment to comfort to today's Whatever It Takes positioning.

- o **Comfort Arsenal**

Aside from his inherent dealer commitment and passion for comfort, Bryantman's comfort arsenal includes a Heat Ray on one arm and a Cool Ray on the other. His Cool Ray is powered by Puron® refrigerant – Bryant's forward-looking, environmentally sound refrigerant that combats sweltering conditions without depleting the earth's ozone layer. His Heat Ray is derived from Bryant's highest-efficiency furnace units, which warm homes in a reliable, cost-effective manner.

- o In fact, Bryantman created his suit based on his mission and realization that his enemies will do just about anything to cause seasonal distress for unsuspecting homeowners. The gadget-packed suit is just one way that Bryantman rises to the occasion to fend off his enemies, the true outlaws in the battle against threats to home comfort.

Turn the page to learn more about the comfort arsenal...

Chapter 4: Bryant's Comfort Arsenal

As the guardian of comfort, Bryant arms homeowners with an arsenal of tools to protect and defend against threats like scorching summer heat, bone-chilling winter air, indoor air pollutants, volatile energy prices and unbearable humidity. Bryant's arsenal also equips homeowners with efficient, environmentally sound custom-comfort solutions.

Evolution® Control

The convenient, award-winning Evolution® Control thermostat by Bryant combines six controls in one, letting homeowners monitor and manage temperature, humidity, dehumidification, ventilation, IAQ, and airflow. The Evolution Control also offers maintenance reminders with the dealer's name and phone number, day-at-a-glance programming and simple vacation scheduling.

With the thermostat's remote access option, homeowners can use smart home technology to connect to their home comfort system from anywhere.

Evolution® Remote Access

As consumers incorporate more and more technology into their daily lives, the Bryant Evolution® Control with Remote Access lets on-the-go homeowners monitor their house's temperature anytime, anywhere. They can connect to their home comfort system using the Internet or their cell phone.

If an icy arctic chill threatens their home while they're relaxing at a winter retreat, homeowners can send a text message from the beach and control the indoor environment of their home. And frequent business travelers can adjust their home climate from afar or even keep the temperature just right for their pets. The Evolution Control also e-mails, text messages or calls homeowners and their Bryant dealer if the home reaches extreme temperatures, extreme humidity, or has a major equipment malfunction, as well as when the system is due for routine maintenance.

Flat-screen Thermostat

Bryant has fused convenience, comfort and energy savings with its line of flat-screen thermostats. With an ultra-thin eight-tenths-of-an-inch profile when installed unstacked and six optional designer faceplates, homeowners can now add design to the mix.

For ease-of-use, Bryant has integrated functions that homeowners are used to in other areas of their lives, such as programmability through a home computer. The Bryant Preferred™ programmable model offers the optional ExP® memory card and expansion port that lets homeowners use their computer to create personalized comfort profiles for different members of a household. Homeowners can program settings for each day of the week, with up to four changes throughout the day.

The new flat-screen thermostats can also help conscientious homeowners save energy and money. According to the U.S. Department of Energy, homeowners can save almost 10 percent a year on their heating and cooling bills by turning their thermostats back 10% to 15% for 8 hours.

This can be done automatically by installing this type of programmable thermostat to adjust temperatures when homeowners are away from home.

Preferred™ non-programmable models feature Touch-n-Go® technology, offering homeowners three simple buttons, “Home,” “Sleep” and “Away.” This provides energy savings without homeowners being attached to a schedule.

Evolution® Heat Pump

Worried about gas prices? Consumers can now turn to the Evolution® Heat Pump by Bryant to help save money on heating and cooling costs. Keeping an eye on energy efficiency is one way to help the environment and reduce utility bills. The Evolution 289B Heat Pump is an ultra-efficient unit that benefits homeowners by reducing long-term energy costs.

It also features Perfect Humidity® technology, which lets homeowners maintain perfect indoor comfort, regardless of how dry or humid it is outside. For homeowners interested in reducing environmental impact, the Bryant heat pump also comes equipped with Bryant’s environmentally sound Puron® refrigerant.

Evolution® Air Conditioner

The Evolution® Air Conditioner by Bryant is the perfect fit for homeowners looking to save money on utility costs, reduce environmental impact, and experience the ultimate in indoor comfort. Bryant’s premium model 180B air conditioner reduces long-term energy costs for homeowners and keeps homes cool without depleting the Earth’s ozone layer with Bryant’s environmentally sound Puron® refrigerant.

The Evolution System also raises the bar for humidity control with the Perfect Humidity® function by Bryant, which enhances home comfort with up to 30 times the humidity control of standard air-conditioning systems.

Evolution® Zoning

With the Evolution® Zone Control by Bryant, homeowners can utilize zoning to ensure that they’re not spending money heating or cooling unused rooms.

From one central location, users can take charge of temperature, humidity, dehumidification, ventilation, indoor air quality and individual zone airflow into the home. Using customized names like “kitchen,” “family room” and “master bedroom,” they can create up to eight zones to ensure the very highest levels of comfort and energy efficiency throughout the house. And with simple push-button controls, intuitive programming, and on-screen instructional prompts, Bryant has redefined “user-friendly.”

Plus 95i™ Gas Furnace

When it’s the dead of winter and heating bills are at their peak, the reliable, energy-efficient Plus 95i™ Gas Furnace by Bryant offers luxurious indoor comfort and sophisticated technology. As rising energy costs and increased environmental awareness influence consumer thinking, this furnace offers homeowners significant energy savings.

Plus 95s™ PerfectSense™ Gas Furnace

The Bryant Plus 95s™ PerfectSense™ modulating gas furnace offers quiet, precise temperature control and prevents extreme fluctuations in temperature.

Compared to a single-stage furnace that runs at one pace until reaching the homeowner's set temperature, the modulating furnace automatically switches between stages to keep the home consistently warm. It ensures a constant temperature so accurate that any change in air temperature is undetectable to human skin. In fact, the temperature stays within a few tenths of a degree of the homeowner's desired thermostat setting.

Consumers looking to manage utility costs and energy savings will also appreciate this furnace. By running on a low stage for longer periods of time as opposed to switching on and off on high, the furnace provides more air filtration for improved indoor air quality while consuming less energy than single-speed furnaces.

HYBRID HEAT® Dual Fuel System

Just as hybrid vehicles are an attractive transportation option, dual fuel heating systems are the latest in efficient, economical comfort for the home. The Evolution® Hybrid Heat® dual fuel system by Bryant addresses concerns that are most important to homeowners: high utility bills and home comfort.

The Hybrid Heat dual fuel system joins a heat pump with a gas furnace. The result: maximum efficiency because each system operates when it is most cost effective. The energy-saving duo capitalizes on less expensive electricity to heat the home in milder weather, switching to more effective gas heating in colder weather. It gives homeowners the ability to use gas or electricity for their heating fuel, whichever is more efficient for the weather and fuel cost conditions in their area. Click below to see how much homeowners across the country can save with a Hybrid Heat dual fuel system:

http://www.bryant.com/interactive/hh_examples.shtml

Perfect Air™ Purifier

Indoor air quality has become such a concern that the EPA now ranks it as a high priority public risk, especially because people spend approximately 90 percent of their lives indoors. While consumers like to think that their homes are free of viruses, dirt, pollen, bacteria and pet dander, the air inside can actually be as much as five times more polluted than the air outside.

Most air cleaners do not kill airborne viruses, bacteria and fungi – at most they only capture them on the filter media, where these organisms can continue to thrive, multiply and even release harmful waste products back into the air stream and into your home.

The innovative Perfect Air™ Purifier by Bryant, which produces up to 99.9 percent cleaner air than a standard filter, creates peace-of-mind for homeowners concerned about indoor air quality, such as new parents and others concerned about the quality of the air they breathe, such as those suffering from asthma and allergies. It ensures improved indoor air quality by capturing and killing airborne bacteria, viruses, mold spores and other allergens, helping homeowners and their families reduce exposure to these airborne contaminants.

The exclusive germicidal technology is so effective that it also protects homeowners by removing and killing up to 99.9 percent of the airborne human influenza virus, the common cold virus and SARS virus, as well as up to 99 percent of the measles virus, avian influenza virus and tuberculosis bacteria from a home's treated/filtered air. The Perfect Air Purifier also captures and kills smallpox, anthrax and staphylococcus germs. In fact, the same technology is trusted to protect secure government facilities and hospital room patients in certain facilities.

Bryant can be the hero for your next story. For photos or additional information, please [email us](#).

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