

**Ready to succeed in
the IAQ market?**



**Gain the AirAdvice®
Advantage**

Winner of the 2003
Comfortech Showcase Award
Outstanding Product Innovation
Indoor Air Quality

air
advice®

Tap into the growing IAQ market.

People want clean air in their homes.

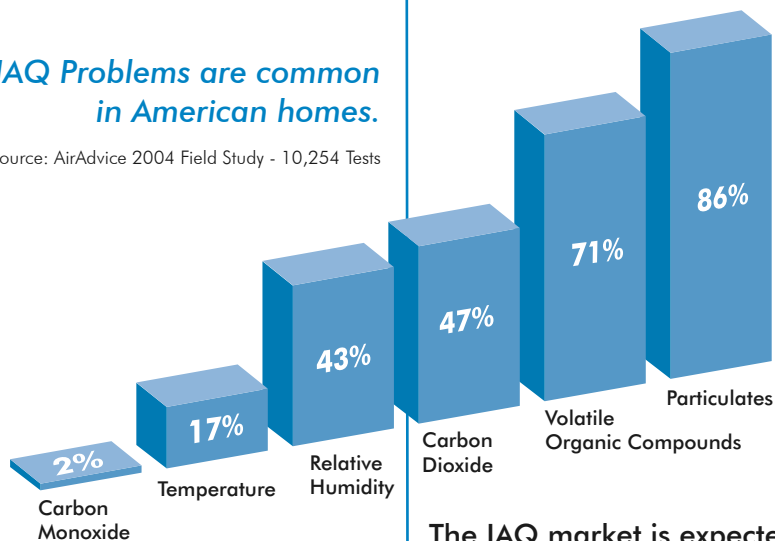
Yet, in a 2004 AirAdvice study of 10,000 homes nationwide, almost 96% of homes showed indoor air quality (IAQ) problems in at least one of six areas: particulates, volatile organic compounds, humidity, temperature, carbon dioxide, and carbon monoxide. In four out of five homes, IAQ levels exceeded recommended ranges in at least two categories.

More than 80% of homeowners believe that the quality of air in their homes is very important and more than 60% of parents with children living at home would pay for products or services that improve their home's indoor air quality.

HVAC dealers currently capture only about 30% of the IAQ market. AirAdvice can help you capture additional market share using the team and resources you already have in place.

IAQ Problems are common in American homes.

Source: AirAdvice 2004 Field Study - 10,254 Tests



The IAQ market is expected to be about \$12 billion by 2010.

You probably have a full line of high-quality IAQ products from major manufacturers, such as media filters, electronic air cleaners, and heat recovery ventilators, that really do improve indoor air quality. So you are already poised to get into the IAQ market.

Since business is usually slow after the summer cooling season and from January through May, these are great times to sell IAQ products. Because people spend so much time indoors during these months, they are usually more aware of their home's air quality.

One third of all homes have someone who suffers from asthma or allergies.

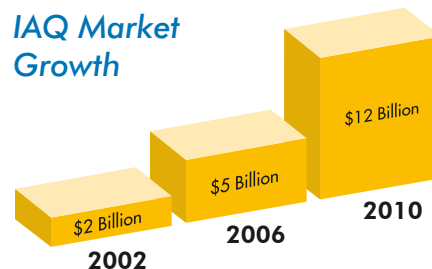
HVAC dealers find the IAQ market very attractive because:

- Built-in IAQ solutions work. You can be confident you'll satisfy your customer's needs.
- These solutions typically have 60% profit margins and can double the profit on retrofit jobs.
- IAQ installations have a high margin per labor hour ratio. For example, a \$1500 IAQ system installs in a few hours. A \$2500 furnace takes about 15 hours.
- IAQ products offer a recurring revenue source—from filters to annual maintenance contracts.
- IAQ solutions provide an avenue for add-on sales to your current customer base.

We understand the challenges and we're here to help.

Just knowing there's an IAQ market isn't enough. We've talked to hundreds of HVAC contractors about their businesses and have used this information to develop a successful program that can help you and your team move beyond traditional heating, cooling, and ventilation problems into the IAQ market quickly and efficiently.

IAQ Market Growth



Have you set your IAQ sales goal this year?

AirAdvice makes it easy for you.

The AirAdvice Advantage can provide everything you need to implement a successful IAQ sales program.

IAQ education gives your team the confidence to succeed

Our optional IAQ training (on-site or Web-based) is designed for the busy HVAC workplace. Technicians receive 2 hours, Comfort Advisors, 2 hours; and office/dispatch, 1.5 hours of training on:

- Common indoor air quality problems and solutions.
- How to use the AirAdvice IAQ monitor and print reports.
- IAQ diagnosis and recommendations.
- How to talk to customers about indoor air quality.

All training includes follow-up IAQ Business Coaching to ensure your team successfully adopts the program. Your coach can answer all of your IAQ questions.

The AirAdvice IAQ Monitor measures the home environment

Our easy-to-use IAQ monitor measures the most common IAQ factors: temperature, humidity, carbon monoxide, carbon dioxide, VOCs, and particulates. You leave this highly portable device in the customer's home for two to three days where it continuously records one sample per minute. Once a day, the monitor transmits IAQ data over the phone line late at night via a toll-free number. If a phone line is unavailable or difficult to reach, the monitor can store up to 14 days worth of data.

Personalized IAQ reports provide proof to the customer

After AirAdvice receives the information, you can log onto our Web site and print reports that describe the IAQ results in easy-to-understand text and graphics. By sharing these IAQ reports with customers, your technicians and comfort advisors can make fact-based recommendations based on real measurements provided by an independent third party – AirAdvice.

Our IAQ Web site helps the customer make an informed decision

Encourage your customers to visit AirAdvice.com, our consumer-oriented Web site designed to teach people about IAQ issues and current research. They can learn about problems that poor indoor air quality can create and the types of pollutants that can affect a person's health. The site also provides common sense, proven recommendations for improving indoor air quality.

Your customers learn why they should improve their home's air quality – for their health.



Have you trained your team on IAQ problems and solutions?

How AirAdvice helps you succeed in IAQ:

- *Training*
- *Follow-up coaching*
- *Personalized consumer reports*
- *Consumer Web site*
- *Toll-free telephone support*

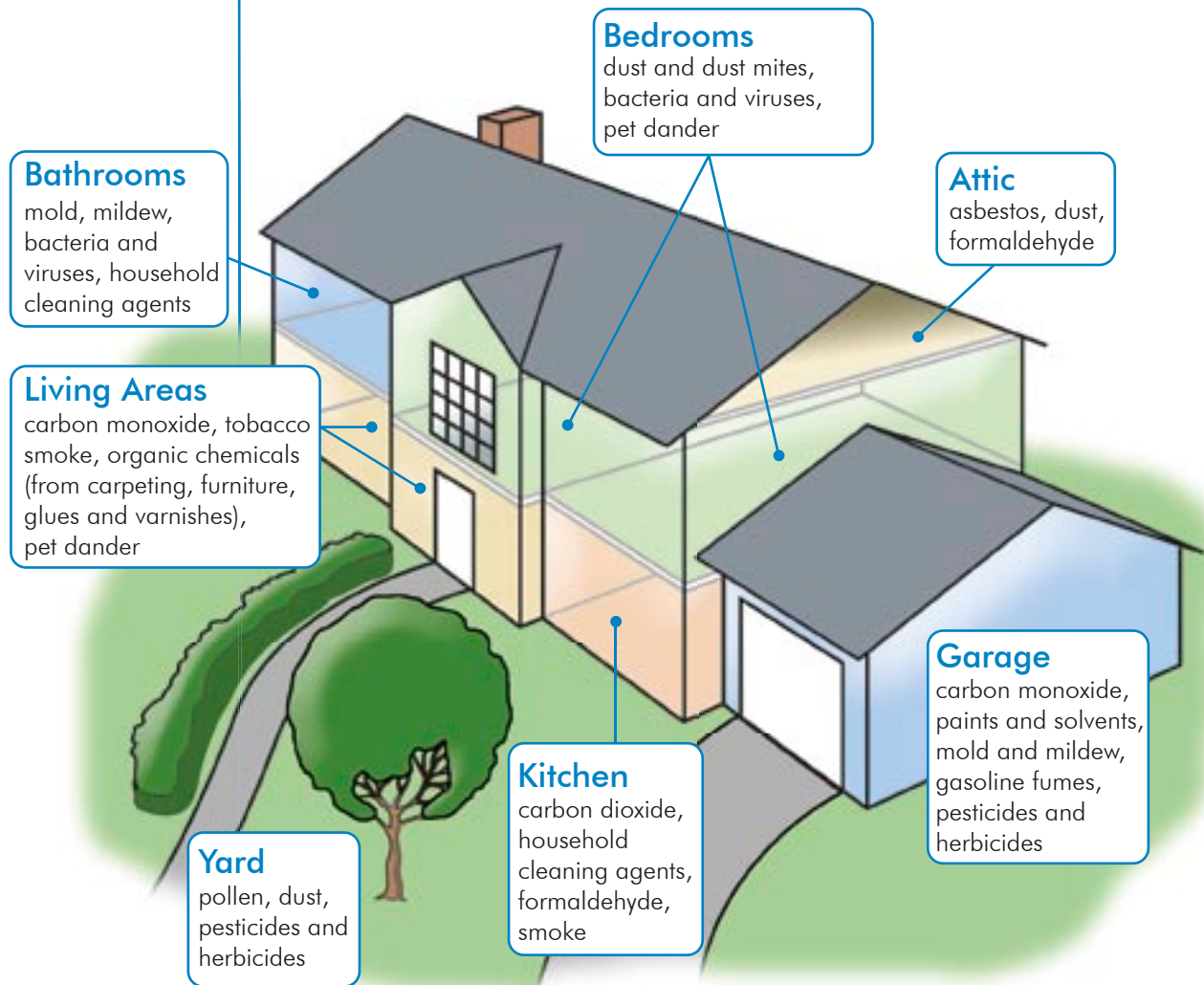
Do any of your customers have asthma or allergies?

Your customers have IAQ problems. You can solve them.

Most Americans spend about 90% of their time indoors. Indoor air often contains higher concentrations of hazardous pollutants than outdoor air. Common symptoms of exposure to indoor air pollutants include fatigue, headaches, nausea, scratchy throat, and nasal irritation. These symptoms are often mistaken for flu or cold symptoms.

One out of three homes has someone who suffers from allergies or asthma, and research indicates that indoor pollutants can trigger asthma attacks or allergic reactions. The good news is that you can help your customers reduce indoor air pollution in their home.

Major Indoor Air Quality Problems



The AirAdvice monitor saved time and provided real proof of the IAQ situation in each room of the house – a key advantage when tracking IAQ problems and determining the real source of the problem. IAQ solutions are a real business opportunity to satisfy customers!

– Blake Ballard, Sahara Air Conditioning, Las Vegas, NV

Every visit to a customer home is an IAQ opportunity.

Step 1: Probe for an IAQ issue

Your technicians and comfort advisors can ask about IAQ during every sales call, service call, and maintenance call.

Step 2: Identify and measure the IAQ source

Have your technicians and comfort advisors to identify IAQ problem sources and where necessary, measure IAQ using the AirAdvice monitor.

Step 3: Present IAQ reports to your customer

Log on to the AirAdvice Website and print out the personalized reports about IAQ levels in the customer's home. Based on this information, present the report to the customer and identify the IAQ problems in the home.

Step 4: Recommend an IAQ solution

Recommend appropriate IAQ solutions based on customer need, observations, and measurements.

Here's a simple chart they can use to get started.

Customers may talk about their IAQ problems in terms of...	These conditions may indicate...	The solution might be...
Home too warm or cold Uneven heating throughout the home Home humid in the summer/dry in the winter	Temperature problems Improper humidity levels	Thermostats Humidifiers Dehumidifiers Proper sizing of the heating/cooling system
Household members suffer from allergies, asthma or chemical sensitivity Obsolete, worn-out furnace or central air conditioning poses threat to children, pets Appliances, furnace, carpeting, or furniture give off odd odors Chemical odors in living areas seem to be coming from the basement or garage Bathrooms or closets have a musty odor Rooms seem stuffy	Elevated levels of airborne particles, such as dust and dust mites, pollen, mold and mildew, tobacco smoke, pet dander Volatile organic compounds "VOCs" released as gases from paints, solvents, varnishes, furniture and carpeting, household cleaning agents Elevated levels of carbon dioxide (CO ₂), an indicator of poor ventilation	Electronic air cleaners Germicidal lights High efficiency media filters Ventilators Advanced air cleaning technology Ventilators PCOs Source reduction Heat recovery ventilator Energy recovery ventilator Direct fresh air intake
Fumes from the furnace or fireplace	Elevated levels of carbon monoxide (CO), a toxic gas	Furnace repair CO detector Proper venting of appliances



Probe for an IAQ problem



Identify and measure



Present IAQ reports



Recommend an IAQ solution

Do you offer a full line of IAQ solutions?

The AirAdvice IAQ Monitor – a powerful addition to your HVAC-IAQ™ toolkit.

Testing eliminates [the Customer's] purchase risk – when I tell them I'll measure the improvement once installed, they agree to installation immediately.

– Brian Butterfield, Comfort Advisor, Action Air Conditioning & Heating

Technical Specifications

Particle sensor

Detects particles 0.7 microns and greater using a near-infrared nephelometer.

Temperature sensor

Range: 32 to 100 degrees F

Humidity sensor

Range: 10 to 90% relative humidity

Carbon monoxide (CO) sensor

Range: 0 to 100 ppm. Electrochemical

VOC sensor*

Range: 0-4000 $\mu\text{g}/\text{m}^3$

Carbon dioxide (CO₂) sensor†

Range: 0 to 2500 ppm. NDIR type

Telephone connection

The monitor makes one 30-second call per day using a toll-free number. The telephone line is available for regular use at any time. It is not necessary to dedicate a telephone line for the monitor.

Physical features

Dimensions: 5 W x 7 H x 3.5 inches D

Weight: Approximately 1 lb.

Power: 110 VAC power pack included

Carrying case included

External connections

External sensor input, AC power, telephone "Line In", and telephone "Line Out". A DSL filter is built-in.

*Models 5000 and 5100 only

†Models 3100 and 5100 only

Easy to install. Easy to use.

The AirAdvice IAQ Monitor installs anywhere in just minutes. This compact, multi-sensor monitor continually measures temperature, humidity, carbon dioxide, carbon monoxide, VOCs, and airborne particles in one-minute cycles.

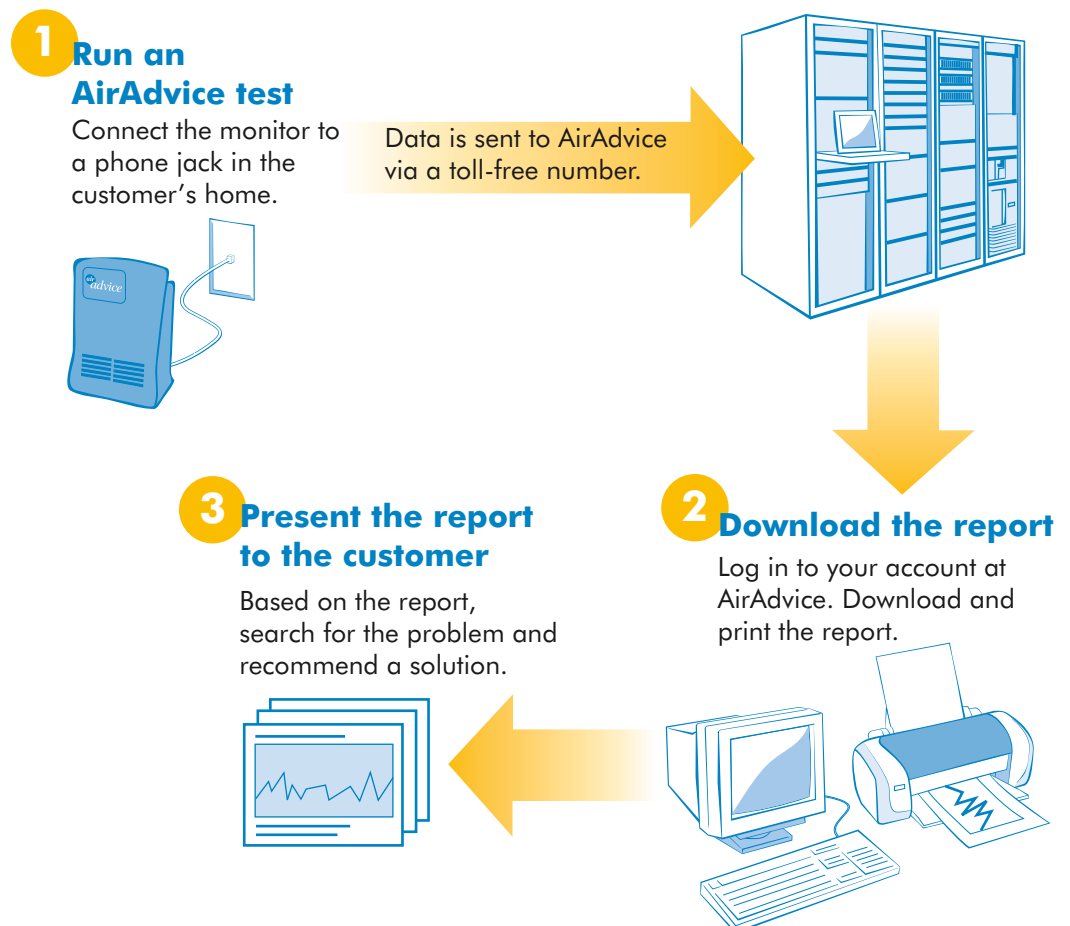
Once a day it transmits IAQ data from the home over the phone lines late at night via a toll free number. In locations where a phone line is unavailable or difficult to reach, the monitor has enough memory to store up to 14 days worth of data. Your technicians and comfort advisors will find that it's trouble-free and simple to explain to the customer.



Suitable for any home environment

The AirAdvice IAQ monitor is quiet, durable, and safe to use in any home – including homes with children or pets. It requires no new wiring or computer network connection.

Here's how it works:

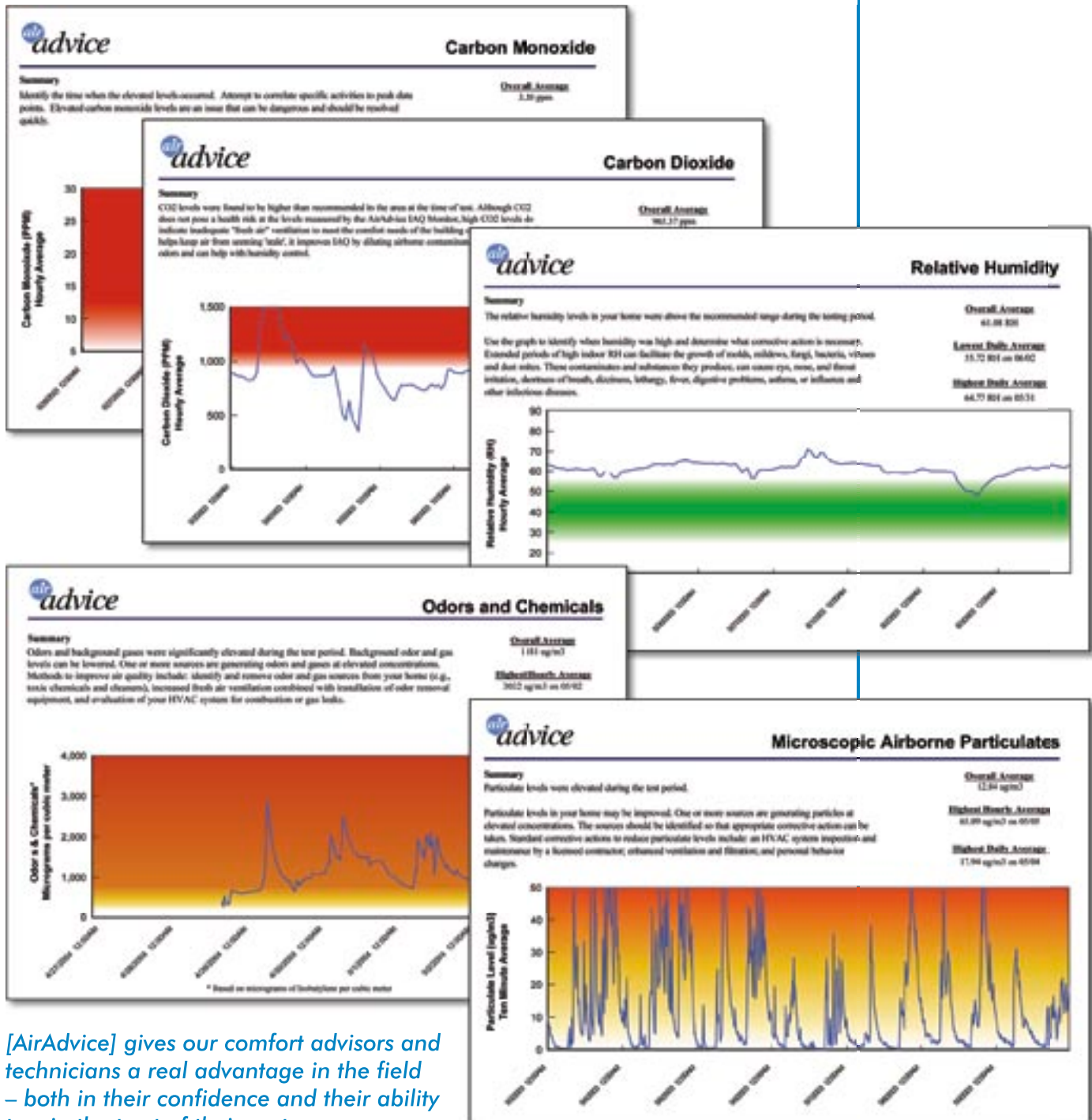


Personalized IAQ reports support your IAQ recommendations.

AirAdvice automatically generates personalized reports about IAQ levels in the customer's home from data collected using the AirAdvice IAQ monitor. You access these reports via the Internet. Data from multiple monitors can be compared on the same graph.

By sharing these IAQ reports with customers, your technicians and comfort advisors can make recommendations based on real measurements of the particles, VOCs, humidity, temperature, carbon monoxide, and carbon dioxide found in the home during the test period.

Can you detect the source of IAQ problems in the home?



[AirAdvice] gives our comfort advisors and technicians a real advantage in the field – both in their confidence and their ability to win the trust of their customers.

– Greg Gill, Action Air Conditioning & Heating



Training and coaching you can count on.

The AirAdvice Advantage provides the tools and the knowledge you need to implement a successful IAQ sales program. We have different programs that can meet your specific requirements. Our on-site training and follow-up coaching, as well as on going telephone and Nextel™ support, are designed to address the specific needs of your technicians, comfort advisors, and customer service/dispatch staff.

Here's how you get started:

- 1 Before the training begins, we meet with you to discuss your IAQ business goals.
- 2 You select your IAQ team members and schedule on-site training with AirAdvice.
- 3 We begin on-site training for your technicians, comfort advisors, and office/dispatchers in sessions tailored to their specific needs.
- 4 You pick the IAQ products you want to offer your customers.
- 5 Implementation begins:
 - a Team members test their homes first to learn about their own IAQ problems.
 - b Team members test customer homes for IAQ problems.
 - c Sales team returns to customer homes to explain the report and recommend improvements.
- 6 Team members continue weekly placement.
- 7 We continue to provide coaching and IAQ support for team members throughout this process.
- 8 We make weekly/semi-weekly calls to team meetings for follow-up coaching and goals review.

The AirAdvice Advantage training program includes:

- *Basic IAQ principles and common indoor air quality problems.*
- *How to ask customers about their home's indoor air quality.*
- *How to use the AirAdvice IAQ monitor and reporting system.*
- *IAQ diagnosis and recommendations.*

For more information about the AirAdvice™ IAQ Monitor and to get started on our Advantage program, call 1-866-247-4800 or visit our Web site at www.airadvice.com.



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Company History

During the 1990's, John Skardon, co-founder of AirAdvice, Inc., searched for a way to help his wife's severe asthma problem. He knew she needed to minimize her exposure indoors to particles (such as dust, pollens, and pet dander) that could trigger a life threatening attack, but were too small to detect by sight or smell. John found that existing equipment was expensive and difficult to use.

By 1999, however, he determined that the price of the technology had dropped enough to design and produce an affordable method for measuring indoor air quality. John started AirAdvice, Inc. to help people with asthma and allergies manage their condition. Co-founder Meindert Kleefstra, an electrical engineer, built the first prototypes of the AirAdvice IAQ monitor. In cooperation with a local utility, AirAdvice distributed the monitors to consumers with asthma or allergy problems. Consumers liked the monitors as an IAQ diagnostic tool.

Shortly after the study, HVAC contractors said that the monitors would be perfect for helping them diagnose their customers' IAQ problems and identify solutions – in short, an IAQ sales tool.

Today, AirAdvice continues to work closely with thousands of HVAC contractors to promote indoor air quality practices, education, and training.