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MAXimum Comfort News^{by}

Fall 2006

Rubino Service Co.

14 South Burnt Mill Rd., Voorhees NJ 08043 • Ph: (856) 795-3226 • e-mail: info@rubinoserv.com

A message from the CEO

Comfortable and Safe All Year Long



The cool weather will finally be moving in and the warm, hot, sticky days of summer will be behind us. It was a hot summer, and Rubino Service Company hopes that you stayed cool ... and if you had air conditioner problems, we hope we were able to do our best to restore your cool comfort.

Even though it is not cold out yet, **it is time to start thinking about your heater.** It is very important to keep your heater maintained, so be sure you **schedule your annual heater check-up appointment** with us. Maintaining your heater not only helps to keep it running efficiently and cleanly, but also ensures your family's safety by checking for cracks in the heat exchanger that could cause deadly carbon monoxide to leak into your home. It is also a good idea to **purchase a carbon monoxide detector** at the time of your check-up to ensure your family's safety all year long.

On behalf of all the employees of Rubino Service Company, I wish you a warm winter and thank you for your continued business. We hope to serve you in the best possible way this upcoming season as we have in past seasons. **Your total satisfaction is our number one priority.**

Sincerely,

Angela G. Hines
C.E.O.

What's Inside

- ✓ Tax Credits
- ✓ Spring Contest Winner
- ✓ Win A \$500 Shopping Spree!
- ✓ Carrier Fall Rebate
- ✓ Indoor Air Quality
- ✓ NEW ServAssure Guarantee
- ✓ Hybrid Heat Technology
- ✓ Max's Fall Tips
- ✓ Efficiency & Savings



Your ServAssure Guarantee Just Got Better!



As a member of the ServAssure Dealer Alliance, we are proud to announce that the 13-month, 100% satisfaction, money-back guarantee we offer with each installation has now become our **24-month, 100% satisfaction, money-back guarantee.**

That's right! We've now added 11 more months to our assurance of your total satisfaction and maximum comfort!

What's more, **we are committed to quality in everything we do** — and are under strict review by the ServAssure board to ensure that we adhere to the following standards:

- ★ Financial Stability
- ★ Uniformed Employees

- ★ 24-Month Money-Back Guarantee
- ★ 24/7/365 Service — No Overtime for Contract Customers
- ★ Satisfaction Guarantee
- ★ Flat Rate Service Pricing — Per Job Pricing (Not Hourly)
- ★ Company Vehicle Standards
- ★ Consistent Sales Practices
- ★ Employee Performance Standards — Including Appearance and Job Quality

Not all companies out there are — or can make the cut to be — ServAssure dealers. That's why **you can always rely on us to exceed your expectations every day, in every way!**

Are YOU Eligible for Federal Tax Credits?

On August 8, 2005 President Bush signed the Energy Policy Act of 2005, which offers tax credits up to \$500 (lifetime credit) for energy efficiency improvements made by homeowners on their existing principal residence. The tax credit has two components:

1. A credit for qualified energy-efficient HVAC (heating, ventilation and air conditioning) equipment
 2. A 10% credit for energy efficiency improvements to the building envelope (windows, exterior doors, insulation)
- The total credit for all tax years cannot exceed \$500 and no more than \$200 of the credit can be used for expenditures on windows. The life of the improvements must be at least 5 years. The property must be placed in service after 12/31/05 and before 12/31/07.

Equipment	Tax Credit	Minimum Efficiency	Carrier Products/families that meet requirements
Electric Heat Pump	\$300	HSPF: 9, SEER: 15, EER: 13	Infinity 19 (2T and 3T)
Central Air Conditioner	\$300	<i>"Which achieves the highest efficiency tier established by the Consortium for Energy Efficiency as in effect on Jan. 1, 2006"</i> Current standard: SEER: 15 (can change before deadline)	Infinity 21 & 16 Performance 24APAS Comfort 24ACAS
Natural Gas, propane or oil furnace or hot water boiler	\$150	AFUE: 95	Infinity 96 – 58 MVB040-14 58MXB040-12 (upflow only)
Advanced main air circulating fan	\$50	2% of the total annual energy use of the furnace	58CVA and 58MVB families

Which Carrier products qualify for the tax credit? There are over 2,300 Carrier model/blower-coil combinations qualifying for the tax credit! Please call us to help you select the system that's right for your home and family!

Look for the ENERGY STAR

All Carrier systems qualifying for federal tax credits also meet the requirements of ENERGY STAR — a government-backed program helping individuals and businesses to protect the environment through superior energy efficiency.



Win a \$500 Holiday Shopping Spree!

What would you like to treat yourself to this holiday season? Before you answer, grab a pen, and complete and return the coupon on the back page. You could win a \$500 Holiday Shopping Spree, absolutely FREE! Our Grand Prize Winner will receive a \$500 American Express Gift Cheque — the perfect way to buy something special for everyone on your holiday list ... including yourself! There's nothing to purchase, so what are you waiting for? Send in your entry by October 31. Then get ready for some serious shopping!

No purchase necessary to enter and win. Winner will be selected by random drawing at contest end (October 31) from among all eligible entries received. Odds of winning depend on number of eligible entries received. Contest is open to individuals 18 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.



Is it a gas or oil furnace? Is it a heat pump? No, it's both ... it's HYBRID HEAT™



The best combination of comfort and savings from two energy sources

NEW!

With today's rising energy costs, homeowners need the best, most economical solution for indoor heating and cooling — the Carrier Hybrid Heat™ System.

Hybrid Heat systems deliver exceptional performance by using a heating source that provides its most energy-efficient comfort during moderate heating conditions. As the temperature drops outside, the system automatically switches to your secondary heating source when that becomes the most economical way to keep your family comfortable. *How smart is that?*

Your total, year-round indoor comfort solution!

- Includes an Infinity™ gas or oil furnace with an Infinity™ heat pump to provide soothing superior comfort
- Delivers heated air temperatures that are warmer than most traditional heat pumps
- Provides cool indoor comfort when it's hot outside; up to 14 SEER meets new government standards and saves you money
- Comes with choice of 3 wall-mounted controls, which can be adjusted to switch from electric heat to gas or oil furnace operation; seven-day programmability lets you select a custom comfort schedule
- Features Puron® non-ozone-depleting refrigerant



Control your climate ... control your finances!

Since you can always choose which source of heat you would like to use, based on the cost of gas or oil and electricity, a Hybrid Heat system will allow you to save money for years to come.

\$500 Gas Card Winner

Hope Hitchcock of Lancaster, PA, is the lucky winner of a \$500 gas card. Congratulations, Hope! We hope your gift card helped you beat the high costs at the pump.

You could be a winner, too! Enter by October 31, 2006 to win a \$500 holiday shopping spree! See details above.



Indoor Air Quality: One Unhealthy Problem ... Two Refreshing Solutions!

Did you know that the air inside your home could be 100 times more polluted than the air outside your home? The energy-efficient, tightly sealed and well-insulated home that keeps warm air *in* all winter also keeps fresh outdoor air *out*. Indoor air pollutants, such as dust, tobacco smoke, pollen, pet dander and mold, remain trapped inside the home —contributing to a host of health problems, especially for allergy and asthma sufferers. Indoor air pollution is not something you can readily see — in fact, you need a microscope to view 99% of the contaminating particles. Fortunately, we have two outstanding solutions to remove the contaminants you are now breathing:



**Lower Heating Bills Plus
Up To \$1,100.00*
Cool Cash Rebates!**

HYBRID HEAT™ **Cool Cash**

The best combination of comfort & savings from two fuel sources.

For a limited time, enjoy up to \$1,100.00 rebate on a new Carrier Infinity™ Hybrid Heat System, the most energy efficient system you can buy.* For year-round comfort and energy savings, nothing could be more on the money.

5-YEAR Parts & Labor Warranty!

6 Months NO Payments NO Interest!*

ServAssure DEALER

Carrier
Turn to the Experts™

Call Now - Cool Cash Ends November 10th!

** Total energy costs calculated using ARI Standards 210/240-94, the DOE test procedures (10 CFR Part 430, Subpt. B, Apps M and N) and the FTC rep. unit energy costs: \$0.086/kWh and \$0.91/therm (16 CFR § 305.9).

*Rebate offer available at participating Carrier Dealers only September 1st through November 10th, 2006. System must be installed by November 24th, 2006. Rebate amounts vary depending on equipment purchased. No down payment, no payments or interest for six months financing available to qualified homeowners: 19.50% APR. Not valid on prior purchases or in conjunction with other offers; some restrictions may apply. Call dealer for complete details and model eligibility.

Carrier Infinity™ Air Purifier

NOW AVAILABLE!

The Carrier Infinity™ Air Purifier effectively removes bacteria, pollen, animal dander and other pollutants as small as 0.01 microns — 18,000 times smaller than the head of a pin!

- Captures and **KILLS** harmful bacteria, viruses, mold and allergens through a three-step filtration process combined with pathogen (germ) killing technology
- **MERV 15** rated (the higher the MERV — Minimum Efficiency Reporting Value — the more efficiently the cleaner removes particles)
- Available in four cabinet sizes to fit most Carrier furnaces and other ducted HVAC systems
- Improves indoor air quality while maintaining the efficiency, reliability and performance of Carrier's Infinity System
- Very low maintenance
- No cleaning required
- **\$100 Cool Cash Rebate!**



Guardian Air



The Guardian Air by RGF uses patented PHI (Photohydroionization™) Cell technology to efficiently reduce air and surface pollutants such as odors, VOCs (volatile organic compounds, also known as chemical odors), mold, bacteria and viruses. It mounts easily in your existing air conditioning duct, where it generates oxidizers that travel to every room connected by the duct system.

- Reduces 97-99% of airborne and surface bacteria, viruses and mold/mold spores; up to 97% of VOCs
- Tested, approved and used in China for protection against SARS (Severe Acute Respiratory Syndrome), by major cruise lines against the Norwalk Virus, and by the U.S. Department of Agriculture for food purification
- Requires no maintenance for at least 3 years and has a 3-year warranty
- Comes with a 90-day money-back satisfaction guarantee (in addition to your ServAssure guarantee described on page 1)



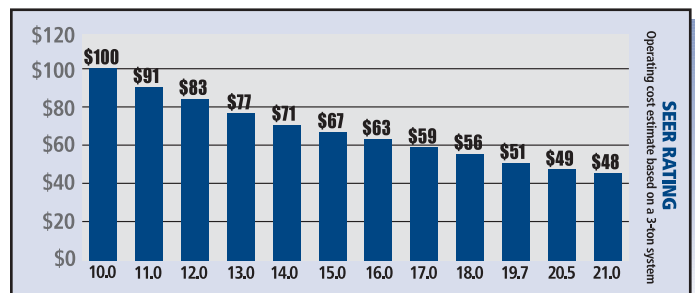
Variable Speed Blowers = Consistent Savings Time to get "SEER-ious" about energy efficiency!

The Carrier Infinity™ series features **variable speed blower motor technology**, allowing your system to work at optimal fan speeds for a variety of conditions while improving indoor humidity and air quality. What does this mean for you? Nothing but **money in the bank!**

The chart below compares SEER and energy savings. SEER stands for Seasonal Energy Efficiency Ratio. **The higher the SEER rating, the more energy efficient the equipment is, and the lower your energy costs can be.** All new heat pump and air conditioner models are required to have a minimum 13 SEER rating. **Carrier Infinity products with variable speed blower motor technology boast SEER ratings of up to 21!**

For example, the chart shows that for every \$100 spent to cool your home using a 10.0 SEER packaged Hybrid Heat™ System, a 14.0 SEER packaged Hybrid Heat™ System (described on page 2) should cost you approximately \$71. Actual savings will depend on your current efficiency rating vs. your newer efficiency rating.

With so many high-efficiency Carrier products to choose from, there's a model that's just right for your home. And with **up to \$1,100.00 in Cool Cash Rebates** (see above), there's no better time to get "SEER-ious" about selecting a new home comfort system.



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MAX's Fall Tips

MAXimize your heating system's performance, safety and energy savings with these pointers!



Minimize Heat Loss

- ✓ Seal leaks around windows, doors, and even electrical outlets, with caulk, weather-stripping and foam insulation.
- ✓ Close your closet doors, kitchen vent and fireplace damper when not in use.
- ✓ Properly insulate your attic.
- ✓ Remove air conditioning units or cover them well with plastic sheeting and tape.
- ✓ Open curtains and blinds to let the sun warm your home.
- ✓ Don't let furniture and rugs block baseboard outlets, vents or radiators.
- ✓ Enter and leave your home quickly — every time an outside door opens and closes, there's a 21-square-foot hole in the wall to let in the cold.

Ask Us About an Upgrade

- ✓ Invest in a new furnace or boiler. Older equipment may be sending as much as 40% of the heat up the chimney. We highly recommend the Carrier Hybrid Heat™ System on page 2.
- ✓ Purchase indoor air quality equipment, like our Carrier Infinity™ Air Purifier and Guardian Air on page 3.
- ✓ Install a programmable thermostat. When properly used, it could save as much as \$100 or more off your annual heating bills.

Examine Your Current Equipment

- ✓ Call us for your heating system's annual ServAssure Comfort Check. This comprehensive tune-up includes a thorough diagnostic analysis of your system's performance and efficiency, and a careful check and calibration of all important burner components. A tune-up could save you as much as 10% off your annual fuel bills.

Need more ideas on how to MAXimize your comfort? Call us today!

Want more information?

Simply complete the form below and send it back to us.



Name (first, middle initial, last)

Address

City

State

ZIP

Phone

E-mail address

Preferred time to contact

Please enter me in the **\$500 Holiday Shopping Spree Contest.***

**Please see entry rules on page 2.*

I'd like more information on:
(check all applicable)

- | | |
|--|---|
| <input type="checkbox"/> NEW Carrier Infinity Products | <input type="checkbox"/> Air Conditioning |
| <input type="checkbox"/> NEW Carrier Air Cleaner | <input type="checkbox"/> Heat Pumps |
| <input type="checkbox"/> NEW Guardian Air | <input type="checkbox"/> Oilheat |
| <input type="checkbox"/> NEW Carrier Hybrid Heat™ System | <input type="checkbox"/> Payment Plans |
| <input type="checkbox"/> Fall Tune-Up | <input type="checkbox"/> Service Contracts |
| <input type="checkbox"/> Heating Equipment | <input type="checkbox"/> Satisfaction Guarantee |
| | <input type="checkbox"/> Indoor Air Quality |
| | <input type="checkbox"/> Conservation Tips |