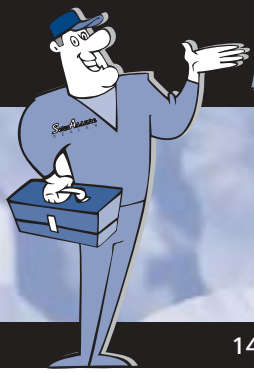




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MAXimum Comfort News by

Spring 2006

Rubino Service Co.

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

A message from the CEO

A Look Back at 2005 and a Forward Look at 2006



As the spring of 2006 approaches, I look back at 2005 at Rubino Service Company. **There were a lot of changes that took place in 2005 to better serve you.**

Our biggest changes were in management, which we told you about in our fall newsletter. These included John McCormick as our Service Manager, Shirley Bialoskurski as the C.F.O. and myself as C.E.O. We have also **made new additions to our family** here at Rubino Service Company — hiring Steve Shumate, James Poulson and Aaron Dorsey. Technicians Shumate and Poulson, along with Mike F. Rubino, passed their N.A.T.E. (North American Technician Excellence) tests — making Rubino Service Company's technicians **90% N.A.T.E. certified**. For you, this means **the highest quality technicians will always be doing work in your home.**

We know that all our changes have been done to better the company and to provide higher quality service to our loyal customers. We have had a great year and hope for the same in 2006. In order **to thank all our customers, we have created a customer loyalty program**. Customers will be awarded *3 points for each service agreement renewal and 1 point for each maintenance agreement renewal* (each point equals \$10). The points can be applied towards new equipment purchases beginning January 2006. Agreement renewals cannot lapse for points to be counted; we will award points for the last five years, and points are transferable if you are to move to a new residence.

I thank you for your continued patronage and offer my warmest wishes this spring and summer.

Sincerely,

Angela Hines

Angela G. Hines
C.E.O.

What's Inside

- ✓ **New Carrier Products**
- ✓ **Carrier Spring Promotion**
- ✓ **\$500 Gas Card Contest**
- ✓ **Previous Contest Winners**
- ✓ **The New SEER Is Here!**
- ✓ **Preventive Maintenance**
- ✓ **Benefits of ServAssure**
- ✓ **Max's Spring Tips**



AND THE WINNERS ARE ...

Extreme Home Comfort Makeover Winner



Congratulations to Bret Lynn of Levittown, PA, the lucky winner of our Extreme Home Comfort Makeover Contest. Bret, we hope you enjoy the comfort and efficiency your new equipment brings. Again, congratulations!

\$500.00 Holiday Shopping Spree Winner

Josephine Magee of Reading, PA is the lucky grand prize winner of a \$500 American Express Gift Cheque. We hope you enjoyed your holiday shopping spree, Josephine. Congratulations!



You Could Be a Winner, Too! Enter by May 31, 2006 to win a \$500.00 gas card! See details on page 2.

You've Made the Right Choice with ServAssure!

Not all comfort companies are alike. Because not all of them are members of the ServAssure Dealer Alliance like we are.

As a ServAssure dealer, we are committed to quality in everything we do — beginning with the stringent application process we had to go through to be part of this respected organization. The process involved a strict review by a board of existing ServAssure dealers, who looked at three years of our financial statements and service records, and conducted site/field inspections. We continue to be reviewed, to ensure that **ServAssure customers are satisfied customers**, using this comprehensive set of standards:

- Financial Stability
- Uniformed Employees
- 13-Month Money Back Guarantee
- 24-hour/365-day service, no overtime for contract customers
- The Satisfaction Guarantee
- Flat Rate Service Pricing — Per Job Pricing (Not Hourly)
- Company Vehicle Standards
- Consistent Sales Practices



In addition, all ServAssure employees must be clean and neat, wear a company uniform with photo ID, plus shoe covers while inside the home, and be concerned with exceeding the customer's expectations, among other quality performance details.

The ServAssure Guarantee

As a ServAssure dealer, we offer with each installation a 13-Month, 100% Satisfaction, Money-Back Guarantee — backed by our company and the resources of the entire multi-state ServAssure Alliance. It's our assurance of your total satisfaction and maximum comfort!



Win a \$500.00 Gas Card!

All of us at ServAssure understand the added burden of today's high energy costs. With this in mind, we will be awarding one lucky customer with a \$500 gas card to use for their spring and summer travel.

Simply complete and return the attached coupon and send it back to us by May 31, 2006. Good Luck!

Enter to win by using the form on page 4!

No purchase necessary to enter and win. Winner will be selected by random drawing at contest end (May 31, 2006) 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.



MAX Presents ...

Six Tiny Tips to Save Energy and Money This Spring & Summer

There's nothing to it when it comes to saving energy, cutting costs and staying cool this spring and summer. In fact, you already may be practicing conservation and not even know it!

1. **Close it!** Keep drapes, blinds and shades closed during the day to block out the hot sun.
2. **Move it!** Keep furniture away from air conditioning vents, and close unused rooms and their vents.
3. **Fan it!** Install an attic fan — it could cool your attic by nearly 30 degrees!
4. **Block it!** Keep cool air in by installing insulation and weather-stripping.
5. **Cook it!** When cooking inside, use a microwave instead of a conventional oven. Or, cook on your outdoor grill, and keep your home cooler.
6. **Switch it!** Turn the air conditioner thermostat up to at least 78 degrees, or have us install a programmable thermostat.

Even the smallest steps will help you conserve energy. Don't forget to call us for your annual central air conditioning check-up! It's included in your service agreement (see article on preventive maintenance on page 4).

Up To \$1,100 Cash Back When You Choose Cool Carrier Comfort!

Carrier's Infinity System components work hard 24 hours a day, every day, just to keep you and your family as comfortable as you can be while saving you a bundle in operating costs. With up to \$1,100.00 in Cool Cash rebates, you won't find a better time to select a new Carrier Infinity home comfort system. Call today for year 'round Carrier comfort!



5-YEAR Parts & Labor Warranty!

6 MONTHS NO Payments NO Interest!



Turn to the Experts™

Limited Time Only!

* Special offers in effect at participating Carrier dealers Only. Six months no down payment, no payments or interest financing available to qualified homeowners; 19.50% APR. Rebate offer valid March 1st through May 31st, 2006 on Carrier Infinity systems. System consists of condensing unit and coil/fan coil or furnace and coil plus Carrier Infinity control. System must be installed by July 31st, 2006. Rebate amounts will vary with models purchased. Allow six weeks for processing. Not valid on prior purchases or in conjunction with other offers. Some restrictions may apply. Call dealer for complete details and model eligibility.

COMING SOON!**The New & Improved Carrier Home Comfort Products****NEW Air Cleaner**

Complete home comfort is about more than just temperature — it's also about your family's health and safety. And your well-sealed home that kept cold air out this past winter also kept dusty, dirty air in. In fact, the Environmental Protection Agency reports that **the air inside your home can be 2-5 times dirtier than the air outside!**

Fortunately, **Carrier's NEW Infinity Air Purifier** can eliminate many of the pollutants threatening your family's health:

- MERV 15 Efficiency*
- Healthier air
- No cleaning required
- Protects heating and cooling equipment
- Quality crafted of heavy gauge steel
- 5-year limited warranty

**NEW Heat Pumps & Air Conditioners with Puron® Refrigerant**

- Heat Pumps have up to **19 SEER**; Air Conditioners have up to **21 SEER**
- Carrier's best reliability
- Carrier's lowest operating cost system
- ENERGY STAR compliant
- Self-configuring components for optimum performance with Infinity System
- Two-stage operation
- Puron® refrigerant is environmentally sound, won't deplete the ozone layer, low lifetime service cost
- Microtube Technology™ refrigeration system
- SilencerSystem II™ quiet operation inside & out
- Allow users to easily customize & manage their indoor environment
- One control adjusts both temperature & humidity
- World-class patent pending design
- Solid, durable sheet metal construction
- Full line of indoor air quality accessories
- 10-year limited compressor warranty
- 5-year limited parts warranty

**THE NEW STANDARD IN HIGH EFFICIENCY****Higher SEER Requirements for 2006**

Like many consumer products that use energy, air conditioners and heat pumps are manufactured to meet or exceed minimum efficiency standards set by the U.S. Department of Energy. **After nearly a decade with 10 SEER (Seasonal Energy Efficiency Ratio) as the minimum efficiency, on January 23, 2006, the mandated SEER increased to 13.**

Who will this affect?

The 13 SEER minimum applies to all new equipment manufactured on or after January 23, 2006. You may continue to use your current system indefinitely, even if it operates below 13 SEER, but when it's time to replace your system, only 13 SEER or higher models will be available.

Higher SEER means cost-savings and energy efficiency

For many homeowners, a 13 SEER air conditioner or heat pump will save money on each month's electric bill. Your actual savings will depend on the efficiency of your current system. For example, a 13 SEER product:

- Delivers about **23% more energy savings** than a 10 SEER model
- Delivers about **8% more energy savings** than a 12 SEER model

Actual savings will depend on the age, efficiency and condition of the unit being replaced, but if you are currently considering a new air conditioner or heat pump, it makes sense to start saving now with a 13 SEER product. **Carrier offers several heat pumps and air conditioners that meet and exceed the 13 SEER requirement — even up to an industry high 21 SEER.**

Turn to the Experts™

SEER RATING CHART

For every \$100 spent to cool your home using an 8 SEER air conditioner, a 14 SEER air conditioner should cost you approximately \$57. Actual savings will depend on the efficiency of your current system compared to the efficiency of a new system.

*The Minimum Efficiency Reporting Value (MERV) is the standard comparison of the efficiency of an air filter. The MERV scale ranges from 1 (least efficient) to 16 (most efficient), and measures a filter's ability to remove particles from 3 to 10 microns in size.

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Don't play games with your family's comfort and safety ... get serious about preventive maintenance for peace of mind.

You might enjoy a friendly game of poker once in a while, but you sure wouldn't want to bet on your family's safety and comfort. When your home's heat or air conditioning quits — especially during extreme weather conditions — you'll realize that the true value of preventive maintenance is priceless.

A properly maintained heating or cooling system helps you s-t-r-e-t-c-h your energy dollars while providing superior comfort and conserving fuel to help the environment. And preventive maintenance is truly affordable with a **service agreement**, because **an annual tune-up is included**. And that can help identify minor problems before they become major headaches — **saving you money and time**.

Call us today and ask about our menu of comprehensive service plans that allows you to select the level of coverage that best suits your needs.



Beat the rush – and the heat! Those sizzling days of summer are just weeks away. But you can ensure your family maximum comfort all season long with a pre-season central air check-up. Your system check-up and start-up will include an expert evaluation of its components, including the air filter, condenser coil, fan belts and switches. By diagnosing any problems early on, you'll be able to enjoy a trouble-free summer.

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 Gas Card 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"/> Heat Pumps |
| <input type="checkbox"/> NEW Carrier Air Cleaner | <input type="checkbox"/> Oilheat |
| <input type="checkbox"/> Spring/Summer Check-Up | <input type="checkbox"/> Payment Plans |
| <input type="checkbox"/> Heating Equipment | <input type="checkbox"/> Service Contracts |
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Satisfaction Guarantee |
| | <input type="checkbox"/> Indoor Air Quality |
| | <input type="checkbox"/> Conservation Tips |