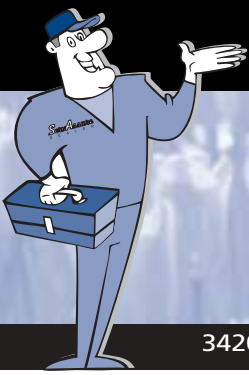




The attached document is copyright protected in its entirety. No portion of this document may be used or reproduced, or shared with third parties, without the express prior written consent of PriMedia, Inc., 990 Stewart Avenue, Suite 550, Garden City, NY 11530.



MAXimum Comfort News^{by}

Spring 2005



3420 Old Capitol Trail, Marshallton DE 19808 • Ph: (302) 998-2257 • e-mail: hentkowski@yahoo.com

Message from the President:

COMMITMENT

We're always making commitments ... to attend a child's school play, to vote on Election Day, to be on time for dinner. At Hentkowski, Inc., we've made some important commitments in order to best serve our valued customers:

★ **Our Commitment to Be 100% NATE Certified** — We made a pledge in 2002 to have 100% of our technicians receive North American Technical Excellence (NATE) certification — a crucial step in becoming a Carrier Factory Authorized Dealer. In actuality, only 50% of a dealer's technicians must be NATE certified to become a Carrier Factory Authorized Dealer. We went the extra mile — and I'm proud to say that Hentkowski, Inc. is the *second HVAC contractor in the nation* to be 100% NATE certified. (As of January 2005, there were only 19 in the country!)



★ **Our Commitment That "Seeing Is Believing"** — Stop by our showroom and view our new heating and cooling equipment display. We believe that upgrading your comfort system is as important an investment (if not more) than buying a new car and you need to see, touch and "kick the tires" before you purchase. Our comfort advisors will be happy to discuss which system best meets your needs and budget.

★ **Our Commitment to the ServAssure Guarantee** — This commitment ensures you superior comfort and ultimate peace of mind. If you're not completely satisfied, we simply haven't done our job. For details, see page 2.

Finally, we ask you to make one small commitment, too — **Be a friend to your comfort equipment ... change your air filters several times per season.** A dirty filter will restrict airflow and compromise cooling. Scratching your head in puzzlement? Give us a call. We'll be happy to provide step-by-step instructions.

Have a warm and wonderful spring!

Sincerely,

John W. Hentkowski
President



What's Inside

- ✓ A Great Investment
- ✓ High-Efficiency Equipment
- ✓ Fall Contest Winner
- ✓ Humidity Control
- ✓ Max's Spring Tips
- ✓ Carrier Spring Promotion
- ✓ Hentkowski's Distinction
- ✓ ServAssure Guarantee



Hentkowski — 1st in Delaware ... one of 7 in the region!

What are we talking about?
The prestigious *Carrier Factory Authorized Dealer (CFAD) Certification!*

Hentkowski, Inc. is proud to inform our customers that we have recently been certified by Carrier Corporation as a Factory Authorized Dealer. **Only those dealers who meet the highest technical, business and customer service standards established by the Carrier Corporation earn this distinction.** To be designated as a Carrier Factory Authorized Dealer, at least 50% of a dealer's technicians must have received North American Technical Excellence (NATE) certification. Hentkowski is only the second HVAC contractor in the nation to achieve **100% NATE certification!**

What does this mean to you? It means that our outstanding technicians have met Carrier's careful scrutiny for the quality of their products, expertise and service. Moreover, their performance is **backed by the factory's 100% Satisfaction Guarantee**, to ensure your true peace of mind.

Your life is too busy to worry about making sure you've got the right products, the most knowledgeable technicians and the best service possible. That's why we at Hentkowski have gone out of our way to guarantee your comfort. We didn't earn this distinction for ourselves.

We earned it for you!



Turn to the Experts



Make It Dry ... DEHUMIDIFY!

Back in the fall, we touted the benefits of humidifiers in maximizing comfort and protecting health. Now that spring is here, dehumidification is the name of the game. **The airtight house that kept cold air out all winter probably also kept household moisture in.** The result — mold, which can trigger allergies and asthma attacks, and cause “dry rot” to your home’s structure.

One of the best systems we know of in controlling humidity is the Carrier® Infinity™ system, which lets you achieve the right balance of temperature and humidity when used in conjunction with a Whole House Humidifier.

At the heart of the Infinity System is the **Infinity Control**, which integrates and manages six core comfort functions (temperature, humidity, air flow, ventilation, indoor air quality and zoning), optimizing efficiency for **BIG energy savings.**

Maximize your comfort, and protect your health and home. Call now for a **FREE** estimate on the Carrier Infinity system.



Ideal Humidity

INFINITY™ SYSTEM



Turn to the Experts.™



\$500 Holiday Shopping Spree Winner

Patricia and Edward Derendinger of Fairless Hills, PA, are the lucky grand prize winners of a \$500 American Express Gift Cheque. We hope they enjoyed their holiday shopping spree. Watch for more exciting contests in future issues of *MAXimum Comfort News*.

(l. to r.) Dan D’Amico, President and Owner of Comfort Control Corporation, Huntingdon Valley, PA; shopping spree winners Patricia and Edward Derendinger; and John Hentkowski, Chairman of the ServAssure Dealer Alliance Board.



Add These Components to Your Carrier Infinity System to Further Improve Indoor Air Quality

- **Air Cleaner** improves air quality by removing harmful and irritating airborne pollutants from your home.
- **Ultraviolet Germicidal Lamp** reduces the amount of pollutants, such as mold, bacteria, fungi and viruses, leaving your home with cleaner, fresher indoor air.
- **Comfort Ventilator** combines fresh outdoor air with conditioned indoor air for improved air quality and maximum efficiency — great for today’s tightly constructed homes.

Satisfaction Guaranteed!

What sets our comfort company apart from the rest? Our membership in the **ServAssure Dealer Alliance** — an industry-wide organization that guarantees your total satisfaction and maximum comfort. Our strict performance code ensures you:

- ▶ **Around-the-clock service when you need it**
- ▶ **No surprise pricing**
- ▶ **13-month money-back guarantee on installations**
- ▶ **Neat, clean, prompt professional technicians**

For ultimate peace of mind, you can’t beat the ServAssure Guarantee!



Up To \$1,000 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 \$1,000.00 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!



*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, 2005 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 June 10th, 2005. 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.



Turn to the Experts.™

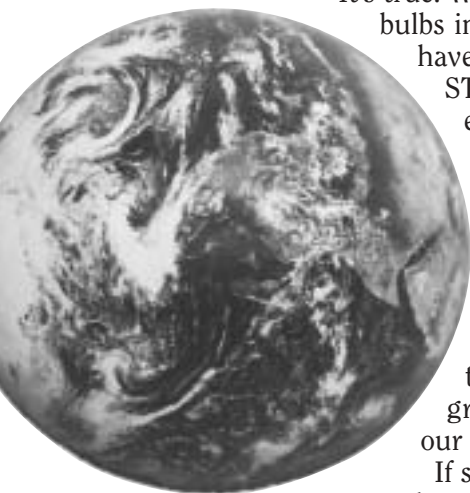
Limited Time Only!



Energy Efficient Products:

Save the World ... and Save Your Money!

Did you know that simply changing your light bulbs can cut your energy bills and help save the environment?



It's true. When you replace just 5 light bulbs in your home with ones that have earned the ENERGY STAR®, you create a better environment inside and outside your home — while saving yourself energy and money. And, according to the EPA, if every American home made this “5 light change,” we'd keep more than one trillion pounds of greenhouse gases out of our air.

If switching light bulbs can do so much good, imagine what switching to high efficiency heating and cooling equipment can do! Fact is, if just one in ten households bought ENERGY STAR heating and cooling products, over 17 billion pounds of pollution would be kept out of the air.


Another environmentally friendly change you can make is to upgrade your central air conditioning system to an ultra-efficient one by **Carrier**, featuring **Puron™**, the new, chlorine-free refrigerant that won't deplete the ozone layer like Freon.

The environment isn't the only thing that benefits when you use energy-efficient equipment. Your wallet benefits too. By avoiding energy waste you will save money on your utility bills.

And energy efficient heating and cooling equipment can last longer and may require less maintenance — saving you from expensive repairs and emergency service calls.

Smart energy choices benefit everyone.

We'll be happy to show you how simple changes can control your budget and be kind to Mother Nature.

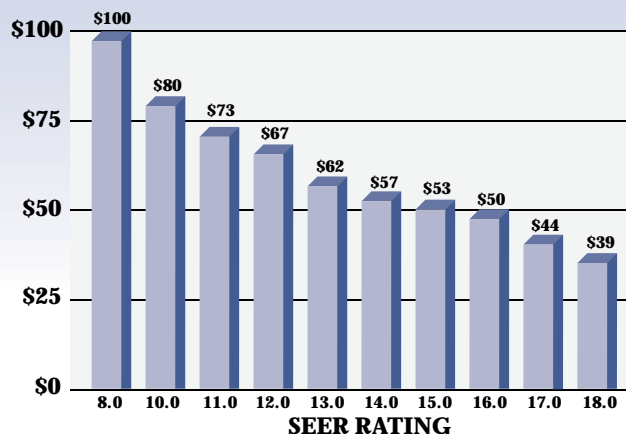
Please give us a call today. 



SEER and Savings

SEER (Seasonal Energy Efficiency Ratio) is a measurement of air conditioning cooling. All new models are required to have at least a 10.0 SEER rating. The Carrier Infinity 18 air conditioner receives up to 18.0 SEER.

For every \$100 you would spend to cool your home using an 8.0 SEER system, the Infinity 18 air conditioner (18.0 SEER) would save you approximately \$61. Actual savings depend on the efficiency of your current system compared to the efficiency of a new system.



Looking for a Great Investment? Try New Comfort Equipment!

Replacing an old, inefficient comfort system is one of the best investments you can make. Where else can you get up to a 40% tax-free return on investment; a more comfortable, cleaner, quieter home; help improve the environment; and increase the value of your home? Not from a savings or checking account ... not from a CD ... and not from playing the stock market! Plus, the savings gained by upgrading to highly efficient equipment far exceed the interest paid on a loan to pay for that equipment.

Don't take risks with your money ... or your comfort. To find out how much you could save by purchasing new energy-efficient comfort equipment, contact us today.



Hentkowski, Inc.

"Your Key To Comfort"
Heating & Air Conditioning

PRSR STD
U.S. POSTAGE
PAID
PGA
Permit No. 80

3420 Old Capitol Trail, Marshallton DE 19808

(302) 998-2257

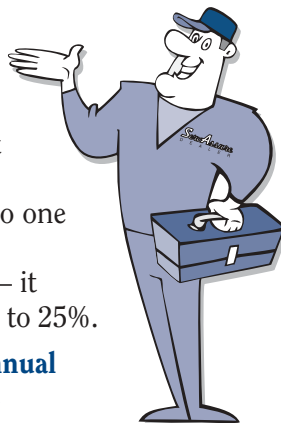
e-mail: hentkowski@yahoo.com

Max's Spring & Summer Tips

Stay cool, save energy and cut costs — all at the same time — as the warmer weather approaches. Just follow these easy tips:

- ⚙️ **Keep drapes, blinds and shades closed during the day** to block out the sun.
- ⚙️ **Clear furniture away from air conditioning vents**, and close unused rooms and their vents.
- ⚙️ **Clear the area around your a/c condenser** of debris accumulated over the winter.
- ⚙️ **Install an attic fan** — it can cool your attic by nearly 30°!
- ⚙️ Keep cool air in by **installing insulation and weather-stripping**.
- ⚙️ **Install reflective window coatings** to reflect heat away from your home.
- ⚙️ **Cook on the grill** to keep cooking heat outside.
- ⚙️ When cooking inside, **use a microwave** instead of a conventional oven — it uses less than half the power and cooks food in about one-fourth the time.
- ⚙️ **Turn the air conditioner thermostat up** to at least 78° or higher, or use a programmable thermostat. Turn air conditioners off when no one is home.
- ⚙️ **Plant shade trees** due west of west windows — it could reduce your air conditioning bills by up to 25%.

And don't forget to call us for your annual central air conditioning check-up!



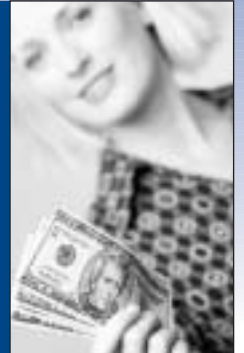
Prefer Us? Refer Us? You Could Be \$50 Richer!

As our customer, you know what it means to be part of a valued family. After all, we pride ourselves on always putting YOU first.

If you're happy with the service you're receiving, why not recommend a friend, relative or neighbor? For each person you recommend that receives a new Carrier equipment installation, you will receive \$50! That's right — \$50 for simply giving out fantastic comfort advice. And don't forget to mention our ServAssure Guarantee!

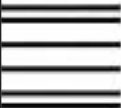
Please complete and mail the enclosed postage-paid reply card so we can receive information on your referral.

We consider referrals to be the highest of compliments. After all, we wouldn't be able to provide outstanding service throughout the years without great customers like you to spread the word! \$\$\$





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1590 PHILADELPHIA PA

POSTAGE WILL BE PAID BY ADDRESSEE

PEIRCE PHELPS INC
2000 N 59TH STEET
PHILADELPHIA PA 19131-9730

Attention: ServAssure Dealer Group



WANT MORE INFORMATION?

Simply complete and return this card and a Hentkowski, Inc. representative will contact you with the requested information.

NAME (first, middle initial, last)

Address

City

State

ZIP

Phone

E-mail address

Preferred time to contact

I'd like more information on

(check all applicable)

- | | |
|--|---|
| <input type="checkbox"/> Spring/Summer Tune-Up | <input type="checkbox"/> Service Contracts |
| <input type="checkbox"/> Heating Equipment | <input type="checkbox"/> Satisfaction |
| <input type="checkbox"/> Air Conditioning | <input type="checkbox"/> Guarantee |
| <input type="checkbox"/> Heat Pumps | <input type="checkbox"/> Indoor Air Quality |
| <input type="checkbox"/> Oilheat | <input type="checkbox"/> Conservation |
| <input type="checkbox"/> Payment Plans | <input type="checkbox"/> Other _____ |

Yes, I'd like to make a referral. (For each person you recommend that purchases a new Carrier HVAC system from Hentkowski, you will receive \$50)

Your Referral's Name

Your Referral's Address

Your Referral's Phone Number

