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PRINCETON AIR TEAMS WITH GREENHOMES AMERICA

Companies 'green-up' homes to reduce energy bills

SYRACUSE, NY—In a move reflecting the growing interest homeowners are showing in improving the energy efficiency, comfort, and value of their homes, Princeton NJ based Princeton Air has partnered with GreenHomes America, a national home performance specialist. The combined resources of the two companies will make Princeton a center for home performance activity, serving New Jersey, Pennsylvania and New York homeowners within a 60-mile radius.

Home performance contracting is one of the fastest growing segments of the contracting industry, both for residential housing and for commercial buildings. Utilizing sophisticated technology including blower doors, infrared sensors and computerized modeling, home performance contractors will first assess a home's unique energy usage footprint. They'll diagnose exactly where the home is leaking heat in the winter or cool air in the summer, understand the efficiency of heating and cooling systems, and determine the effectiveness of insulation and windows and doors. This is followed up

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with a holistic approach that remedies all the home's inefficiencies, including air sealing, insulating, tuning up or replacing heating/cooling systems, and in some instances installing solar hot water systems.

According to Mike Rogers, Senior Vice President of GreenHomes America, "We guarantee a minimum improvement of 25%, but most homeowners see much better results, up to 40, 50 and 60 percent." By taking advantage of local and federal subsidies and tax incentives, some homeowners even realize an immediate return on their investment.

Princeton Air and GreenHomes America are participating in Home Performance with ENERGY STAR®, sponsored by New Jersey's Clean Energy Program. Under the program, homeowners using accredited contractors can receive incentives of up to \$5,000 back for making cost-effective energy improvements to their homes.

Scott Needham, president of Princeton Air, is excited about the partnership. "We are thrilled to be part of the GreenHomes America team. We're already a leader in HVAC, but home performance will help us take heating and cooling and energy savings to a whole new level for our customers."

As one of the nation's largest, dedicated, home performance contractors, GreenHomes America's strategy is to provide its customers with the highest quality, most effective product in the industry. Regarding the partnership with Princeton Air, Rogers says that, "The residential contracting business is relationship based, and we'll only partner with companies that have a long history and a quality reputation in their local communities. What matters is the product, and Princeton Air is a smart, quality-focused company with a 35-year history of exemplary customer service." Princeton Air is a multiple award winner, including NJBiz "Top 25 Best Places to Work in NJ" 2008; NJ Small Business Administration's "Small Business Persons of the Year" 2005; and Princeton Regional Chamber of Commerce "Entrepreneurs of the Year" 2004.

More information is available at www.princetonair.com or at www.greenhomesamerica.com, or by calling Princeton Air at (609) 799-3434.

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Syracuse-based GreenHomes is the largest industry-accredited, single-source provider of home performance contracting (HPC) in the state of New York. GreenHomes offers an award-winning home improvement service that significantly enhances the comfort, energy efficiency, and air quality of existing single-family homes. GreenHomes delivers a full line of services including comprehensive home assessments, windows and doors, furnaces and boilers, on-demand hot water heating, insulation and air-sealing, indoor air quality, and solar systems. GreenHomes also helps homeowners conserve energy and reduce carbon emissions to help them do their part to protect the environment and reduce the country's dependence on foreign oil. GreenHomes works with *Home Performance with ENERGY STAR®* and is a Building Performance Institute (BPI) accredited organization. For more information on GreenHomes, call 1.315.474.6549 or visit www.greenhomesamerica.com.