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Contact: Ken Liatsos
PMG Public Relations
Phone: (802) 863-3929 ext: 104
E-Mail: ken@PeopleMakingGood.com

July 09, 2010

A BRIGHT SPOT IN SAN DIEGO'S HOME CONTRACTING INDUSTRY

ASI Hastings Heating and Air Joins GreenHomes America Network to Perform Energy Retrofits, Create Construction Jobs in San Diego

San Diego, CA—July 09, 2010 —In a move reflecting growing homeowner interest in improving home energy efficiency, GreenHomes America, the leading national provider of home performance contracting services (HPC), signed a franchise agreement with San Diego-based ASI Hastings Heating and Air. California contractors, hit hard by the recession, are tapping into “green” home improvements, an area of the building sector that is still seeing strong demand.

ASI Hastings is the largest residential retail heating, ventilation and air-conditioning (HVAC) enterprise in San Diego, with more than 65 employees. The 58-year-old firm has served over 500,000 homeowners in the San Diego area.

The general contracting industry continues to experience high unemployment. “Unemployment figures in the building and contracting sector continue to hover stubbornly around 17%. HPC, by contrast, is growing as a sub-segment of the sector, and we’re seeing steady employment growth and increasing

consumer demand for what we do,” said GreenHomes President Brett Knox. “This growth is being driven by a variety of forces. Homeowners want lower utility bills, and insurance against volatile energy costs. Add people staying in their homes longer, environmental concerns entering the mainstream consciousness, and a variety of government, state and local utility homeowner incentives to help pay for the upgrades, and we expect this to be a long term trend.”

Home Performance contractors begin their work with a home energy audit, which uses advanced technology such as blower doors, infrared cameras, and computerized modeling to assess a home’s unique energy usage footprint and comfort issues. The energy audit diagnoses where the home is leaking air to the outside; measures the efficiency of cooling and heating systems; determines the effectiveness of insulation, ducts, windows, and doors; and checks combustion safety and gas leaks. After work is completed by in-house crews, the home energy audit is performed again to ensure issues are fixed and the project is successful.

Knox points out that a home performance makeover can achieve a 25 to 60 percent reduction in home energy consumption, and points out that, “Like many states and cities, California has established aggressive energy efficiency goals, including a 40 percent reduction in overall residential energy consumption by 2020. We can’t get there with renewable energy alone. Solar, wind, and geothermal will all play a critical part in achieving this goal, but these are often too expensive for most homeowners.” Home performance solutions generate a faster payback, better results, and create permanent domestic jobs for decades to come. Knox adds that, “With their excellent reputation, focus on quality, and solid operating foundation, ASI Hasting is the ideal partner for GreenHomes in the region.”

ASI Hastings President Phil Justo anticipates a quick start-up and early success providing HPC services to the greater San Diego area. “GreenHomes is the industry leader and has already developed a complete business system. Our customers know ASI Hastings as a company that has long had a focus on energy efficiency. We always recommend the most environmentally friendly and energy efficient heating and cooling equipment on the market, and HPC will allow us to combine this with a truly comprehensive solution to deliver the best possible performance for any home. Energy efficiency represents the future of

our industry, and home performance contracting keeps us in the forefront. We'll be growing our business and creating new jobs.”

More information on home performance contracting is available at www.asiheatingandair.com or at www.greenhomesamerica.com or by calling ASI Hastings Heating and Air at 1-800-481-COOL (2665)

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Irvine-based GreenHomes America is the premier industry-accredited, single-source provider of home performance contracting (HPC) in the U.S., with locations nationally. GreenHomes America offers an award-winning home improvement service that significantly enhances the comfort, energy efficiency, and air quality of existing single- and multi-family homes. GreenHomes America delivers a full line of home performance and HVAC services including comprehensive home energy audits, windows and doors, high-efficiency furnaces, boilers, and water heaters, insulation and air-sealing, indoor air quality, and solar systems. We guarantee to save homeowners at least 25% on their energy usage. GreenHomes America works with *Home Performance with ENERGY STAR*, is a Building Performance Institute (BPI) accredited organization, and is a founding member of Efficiency First. For more information on GreenHomes America, call 1.877.867.2833 or visit www.greenhomesamerica.com.