

Dear <FirstName>,

We want our **best customers** to be the first to know...

Starting this month, Betlem Residential will be known as **EMCOR Services Betlem**. Exciting news, with exciting benefits for our heating and cooling customers!



Have you seen our new **billboard** downtown?

More than just a name change, we're shaking up the Rochester market by being the **ONE** heating and cooling company that truly bends over backwards and goes the extra mile for customers. In fact, soon you'll be seeing our bold new advertising approach everywhere: "We Heat. We Cool. We Care."

We know it's not easy having service technicians in your home...we understand, so EMCOR Services Betlem is making the experience pleasant and hassle-free.

Other ways **we care**? For 2010 we have **great discounts** on furnace, air conditioning and indoor air quality equipment, plus other **money-saving offers** for our loyal EMCOR Services Betlem customers. Because peace of mind and saving money are what **YOU** care about.

So keep your eyes peeled — when you see our **fun new advertising** and colorful new vans, you'll be reminded of our commitment to keeping our customers safe, happy and comfortable! As always, thanks again for your business.

Sincerely,

*Eric St. John*

**Eric St. John**  
Residential Manager

#### Who is EMCOR?

EMCOR is a Fortune 500® company and leader in electrical and mechanical construction, energy infrastructure, and facilities services that puts a focus on local communities. For example, **Taking KidSafety to the Street™** is a nationwide EMCOR missing-children program that we run in partnership with the **National Center for Missing & Exploited Children**. EMCOR has placed a special focus on Rochester with **Taking KidSafety to the Street™** striving to help recover a missing Rochester child each month. Fact is, all of our colorful new service vans proudly display posters of local missing children.



You can't miss our **new vans** all over town!

Special offers for our **best customers**.

**\$50 OFF a Home Energy Audit!**

Save money while you learn how to reduce your energy use.

**Up to \$500 instant discount!\***

Good with the purchase of a **York Affinity Modulating Furnace** and/or **York LX Series Central A/C system!**

\*Prior sales excluded. Offer expires 3/12/10.