

FOR IMMEDIATE RELEASE:

CARE Heating and Cooling announces program to protect homeowners from air conditioner theft

Columbus, Ohio - May 16th, 2011 - CARE Heating and Cooling, a leading HVAC company in Columbus, Ohio, is announcing a new program today to protect homeowners from becoming victims of air conditioner theft.

Starting immediately, CARE Heating and Cooling will mark every air conditioner they install or service under regular maintenance agreements with invisible ink as recommended by the Columbus Police Department, Mayor's Office, Institute of Scrap Metal Recycling Industries, and Nationwide Insurance. In addition to marking the air conditioner in several locations with invisible ink, CARE will also apply a permanent tag on the unit to alert any potential criminals that the air conditioner has been protected.

With the recent 30-day moratorium on the purchase of retail air conditioning units in Columbus ending soon, local scrap yards will begin looking for invisible ink markings on air conditioner parts they purchase. If invisible ink markings are found, the scrap yard will contact the police.

"We don't want any of our customers to become victims of air conditioner theft," said Mike Wiens, President of CARE Heating and Cooling. "Protecting our customers' air conditioners with invisible ink is a new service standard at CARE."

According to the Columbus Police Department, there have been more than 440 reported air conditioner thefts in the previous 5 months. Theft reports are expected to rise as the weather turns warmer.

About CARE Heating and Cooling, Inc.

Founded in 1994, CARE Heating and Cooling is a leading residential HVAC company in Columbus, Ohio. Known as "a company you can trust", in a departure from common industry practice, CARE does not provide their service technicians with incentives to sell replacement HVAC equipment. With no conflict of interest, CARE service technicians provide fair, honest service and only suggest replacement equipment when it is needed. The company has also won the Angie's List "Super Service Award" 9 years in a row. CARE Heating and Cooling is privately held and headquartered in Lewis Center, Ohio. For more information, go to www.careheatingcooling.com

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