



## News & Information

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### **DAIKIN AC LAUNCHES NATIONAL DEALER PROGRAM**

*Daikin Network Alliance (DNA) to offer lucrative incentives, comprehensive training*

**AHR EXPO, DALLAS** -- (January 29, 2007) – In order to provide HVAC contractors with technologically advanced ducted and duct-free Variable Refrigerant Volume (VRV®) and split systems to add to their own product line, Daikin AC (Americas), Inc. is launching the Daikin Network Alliance.

The Daikin Network Alliance, to be known as DNA, is inviting highly skilled HVAC contractors and interested in adding Daikin's intelligent air conditioning solutions to its current product mix to apply for the program. Those selected as DNA Dealers will be chosen based on their technical astuteness and capability of installing and servicing Daikin equipment. DNA Dealers, who are required to participate in training at no cost to them, will receive sales referrals, formal recognition, and promotional incentives.

“As more and more contractors hear about Daikin's worldwide success with VRV and overall technologically advanced suite of products, they want the ability to offer these solutions themselves to customers in their region,” said Christina Trondsen, Marketing Manager. “The DNA program provides an excellent communication channel to enable more commercial and residential customers to experience the unique benefits of Daikin products.”

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DNA Dealers will receive accruals in the form of DNA Dollars through qualified purchases. Half of the accrued dollars will be available for obtaining DNA marketing materials and service tools and the other half will be available to use for sponsorships, events and advertisements. The program operates quarterly and DNA Dollars accrued during 2007 will be available until March 31<sup>st</sup> of 2008.

**About Daikin AC (Americas), Inc.**

Daikin AC offers intelligent air-conditioning solutions with superior energy performance and sophisticated design under the VRV<sup>®</sup>, VRV-S<sup>®</sup> and SkyAir product names. It is a subsidiary of Daikin Holdings (USA), Inc., which is owned by the Japanese-based Daikin Industries, Ltd. ([www.daikinac.com](http://www.daikinac.com)).

**About Daikin Industries, Ltd.**

Daikin Industries, Ltd., is a global provider of residential, commercial, and industrial-use heating, ventilating, air-conditioning and refrigeration (HVAC&R) products and services and holds leading market positions in Japan, Europe, China and Southeast Asia. Daikin is also a well-diversified company with well-established business developments in fluoro chemicals and oil hydraulics. Daikin boasts an unparalleled combination of mechanical, electronic and chemical expertise as well as robust R & D capabilities. The company continues to leverage these strengths to create new, innovative products through flexible, highly efficient production systems. The company is based in Osaka, Japan, and its products are sold in more than 100 countries and has over 22,000 employees worldwide with US \$7.2 billion in sales in Fiscal Year 2005. It is a publicly held company in Japan, and traded on the Tokyo Stock Exchange ([www.daikin.com](http://www.daikin.com)).

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