

FOR IMMEDIATE RELEASE

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Viessmann unveils enhanced Partner Program for U.S. and Canadian heating contractors

Viessmann Manufacturing Company Inc. is proud to announce the launch of a revamped Partner Program for independent heating contractors in the United States and Canada. Following the most extensive overhaul since its inception in 2006, the Partner Program offers a collection of new contractor resources and incentives, while utilizing online media to streamline Partner account management and engage the contractor community.

Partners begin collecting Partner Points with their first sale of eligible residential heating products and earn points with each subsequent boiler, domestic hot water tank and solar collector installation. Points can also be earned by attending Viessmann Academy seminars and by linking a contractor's website to the U.S. or Canadian Viessmann home page.

Partner Points can be redeemed at any time for a wide range of business support materials, gift cards and branded apparel. Partner Points cover up to 100% of standard items including print, radio and direct mail advertising; signage, sales and promotional materials; website development; Viessmann and co-branded T-shirts, Viessmann branded coveralls and Carhartt Coats; and gift cards for popular U.S. and Canadian retailers. Partner Points can also be used to cover up to 50% of custom item costs.

A new interactive website features a password protected area where Partners can manage their accounts online, submit claim forms, redeem points and access exclusive member resources. New Partner Program Twitter and Facebook accounts connect the Viessmann Partner community and keep them informed with product news and updates on issues that affect their businesses and the industry.

To be eligible for the free program, a licensed, professional heating contractor must be recognized and certified by local authorities to install oil- and/or gas-fired appliances and be the owner/president of his or her own company. Eligible Contractors can sign up for the Partner Program on the website or by faxing, mailing or emailing a completed application form to any of the three Viessmann offices in North America.

The Viessmann Group is one of the leading international manufacturers of heating systems. Founded in 1917, the family business maintains a staff of approximately 9,400 employees and generates roughly 1.7 billion Euro in annual group turnover. Viessmann is an internationally oriented company with 23 production and project management divisions in 11 countries, business activities in 74 countries, 32 subsidiaries and 120 sales offices around the world. Fifty-six percent of sales are derived from export activities. For additional information, please contact the Viessmann offices in Waterloo, Ontario, Canada or Warwick, Rhode Island, U.S.A.

Visit the interactive Partner Program website: www.viessmann.us/partnerprogram or www.viessmann.ca/partnerprogram

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