



## Lennox International Launches New Corporate Logo to Reflect Worldwide Growth, Integrity

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DALLAS, March 4 /PRNewswire-FirstCall/ -- To better communicate the full breadth and scope of the company's global business activities and to serve as a reflection of its growth and integrity over the past 107 years, Lennox International Inc. (NYSE: LII) launched a new corporate logo today.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20020304/DAM053LOGO> )

"Lennox began in the late 19th century as a mid-American furnace manufacturer," said Bob Schjerven, chief executive officer. "We have expanded our business over the past century to become a leader in heating, ventilation, air conditioning, and commercial refrigeration markets around the world.

"By establishing a new and distinctive logo for LII, we can more accurately convey our identity as a global leader in climate control -- an innovative, growing company that conducts business based on a century-old foundation of integrity and trust."

The logo design will be phased in over the next year, with an emphasis on creating an identity for LII distinctive from its subsidiaries. There are no other changes planned in association with the launch of the new logo. "LII will continue to sell its products under the same trusted brand names as before," Schjerven said. "The new logo concerns only our overall corporate identity, not our product branding strategies."

The original identity of LII was purposely aligned closely with Lennox Industries and its primary brand in North America, Lennox. As the scope of the company's operations grew, the continued close association with the original Lennox brand has limited awareness of LII as a Fortune 500 company and worldwide climate control leader.

"We are confident our new logo will help make LII more readily recognizable to the investment community and the public," Schjerven said. "We remain committed to the same values of innovation, integrity, and trust that this logo stands for."

A Fortune 500 company operating in over 70 countries, Lennox International Inc. is a global leader in the heating, ventilation, air conditioning, and refrigeration markets. Lennox International stock is traded on the New York Stock Exchange under the symbol "LII". Additional information is available at [www.lennoxinternational.com](http://www.lennoxinternational.com) or by contacting Karen O'Shea, vice president, communications and public relations, at 972-497-5172.

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CAPTION: DAM053LOGO LENNOX INTERNATIONAL LOGO Lennox International Inc. corporate logo. (PRNewsFoto)[TK] DALLAS, TX USA 03/04/2002