



Lennox Industries Named Good Housekeeping Seal Marketer of the Year

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DALLAS, Dec. 10 /PRNewswire-FirstCall/ -- Lennox Industries Inc., a subsidiary of Lennox International Inc. (NYSE: LII), was recently honored by Good Housekeeping with the first-ever Good Housekeeping Seal Marketer of the Year award. The award recognizes companies that have best leveraged the value of the Good Housekeeping Seal to help market and promote their products. Lennox Industries is a leading manufacturer of residential and light commercial heating, cooling, and indoor air quality products.

"We're pleased Lennox Industries has won the award and that Lennox has had a highly productive partnership with such a respected consumer institution as the Good Housekeeping Institute," said Bob Schjerven, LII CEO. He cited the marketing of the Lennox PureAir(TM) air purification system, the most effective air purification system on the market today, as just one successful example of the Lennox-Good Housekeeping marketing effort over the past year. The partnership has also contributed to significant increases in other high- end product sales for Lennox, especially in the new Dave Lennox Signature Collection(TM). Substantial increases in written, phone, and online inquiries from consumers were also directly attributable to the Lennox-Good Housekeeping marketing campaign.

Good Housekeeping chose Lennox Industries and Phonak, a hearing systems company, from over 50 other companies across a broad spectrum of industries as the co-winners of the new award.

"We are proud to be associated with an institution that is dedicated to helping consumers find products and companies they can trust," Schjerven said. "In a category where product differentiation is difficult, the ability to make unambiguous leadership claims about our products -- backed by the Good Housekeeping Seal and the Good Housekeeping Institute's talent -- has been absolutely critical to helping Lennox Industries achieve its goals over the past year.

"Lennox Industries' integrated marketing campaign, featuring the Dave Lennox Signature Collection products -- all of which have earned the Good Housekeeping Seal -- has been enormously successful. These leadership products meet the needs of consumers head on. The recognition by Good Housekeeping of Lennox' superior marketing and advertising efforts is another example of how Lennox is providing more value to its dealers, while providing more comfort for the end consumer."

Lennox Industries is a subsidiary of Lennox International Inc. 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 or by contacting Karen O'Shea, Vice President, Communications and Public Relations, at 972-497-5258.

SOURCE Lennox International Inc.