

## **Which Air Conditioner Made the Inaugural List of ENERGY STAR® Most Efficient Products?**

*Rheem is one of the first brands with air conditioning products included on the inaugural ENERGY STAR Most Efficient list. The Rheem Prestige Series RASL-JEC, 18-SEER, R-410A condensing unit earned the ENERGY STAR Most Efficient designation in 2011.*

August 24, 2011 (FPRC) -- When we think of electricity demand, the summer months come to mind for one reason: Air Conditioners. The U.S. Environmental Protection Agency (EPA) recently unveiled a new, prestigious honor: the ENERGY STAR® Most Efficient designation. The program is designed to identify and advance highly efficient products in the marketplace in particular product categories, such as clothes washers, heating and cooling equipment, televisions and refrigerator-freezers.

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Distributors and contractors now have an even more compelling reason to consider adding the Rheem Prestige Series RASL-JEC condensing unit to their portfolios. Americans are very aware of the ENERGY STAR designation, and look to it for guidance when purchasing products. According to the Consortium for Energy Efficiency Survey on ENERGY STAR Awareness for 2010, 83 percent of households are aware of the ENERGY STAR program, and 77 percent of those households purchased an ENERGY STAR-qualified product within the past 12 months.

Since Rheem is one of the first brands featured on the inaugural ENERGY STAR Most Efficient list, we anticipate that savvy, energy-conscious homeowners will further inquire about the RASL-JEC unit when considering a new air conditioner purchase. Distributors should leverage this pivotal honor as a way to achieve a real competitive advantage in the industry.

The ENERGY STAR Most Efficient program noted that qualifying air conditioners must achieve efficiencies greater than 18-SEER and 12.5-EER for split central air conditioners, and efficiencies greater than 16-SEER and 12-EER for packaged central air conditioners. The criteria also specified a need for communications, diagnostics and automated configuration.

The Rheem Prestige Series RASL-JEC condensing unit achieves efficiencies up to 19.5-SEER and 14-EER. It also features innovative communicating technology, and offers the advanced Comfort Control2 System (CC2S) as a standard feature. Exclusive to Rheem, CC2S provides 28 on-board diagnostic codes and fault history codes by detecting system and electrical problems. For instance, the CC2S Active Protection™ feature with homeowner "Call for Service" notification sends an alert to the thermostat if a service issue arises, which notifies the homeowner so s/he can put in the call to their contractor. Diagnostic messaging with full communicating capability provides the HVAC professional with dependable information for faster more accurate service.

"We're honored that our Rheem Prestige Series RASL-JEC condensing unit has been selected for the EPA's inaugural list of Most Efficient ENERGY STAR qualified products," said Nitish Singh, director of marketing and product management, Rheem Air Conditioning Division. "We put a lot of

work into ensuring the RASL-JEC unit is both technologically advanced and highly efficient, so it's great to see that our efforts are being recognized with this prestigious honor."

The ENERGY STAR Most Efficient designation is an extension of the ENERGY STAR brand, and is designed to recognize and advance the most efficient products among those that qualify for the ENERGY STAR label. The goal of this effort is to encourage a faster introduction of new, more energy-efficient products into the market by targeting early adopters. Products that are recognized as the Most Efficient of ENERGY STAR in 2011 prevent greenhouse gas emissions by meeting rigorous energy efficiency performance levels set by the EPA.

To see a full list of the 2011 ENERGY STAR Most Efficient products, please visit <http://www.energystar.gov/mostefficient>.

Please contact your Rheem district manager or sales representative to learn more about the Rheem Prestige Series RASL-JEC, 18-SEER, R-410A condensing unit, or visit [www.Rheem.com](http://www.Rheem.com), where you can choose the right air conditioning system to meet your needs.

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**Contact Information**

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