



Rome, Eddleman & Associates, Inc.

Nashville • Knoxville • Tri-Cities • Chattanooga

July 20, 2009

To our Valued Customers:

Thank you all for your dedication, collaboration, and partnership with REA, Inc. for the past 40 years. As REA, Inc. continues to grow and provide additional solutions for our customers, we are very excited to announce a new agreement with the largest HVAC manufacturer in the world.

Effective July 20, 2009 REA, Inc. will focus its resources on the commercial applied market, chilled water and large unitary equipment for Carrier as well as our existing product lines. Carrier Enterprise will concentrate its efforts and resources on the residential and direct expansion commercial market. In addition, they will continue to inventory most of the same Carrier product they always have, providing excellent local availability to meet your immediate replacement needs. This market realignment is designed to allow both companies to reach their mutual goal of servicing all customers in the design/build, plan & spec, replacement, renovation, and service markets

All projects with Carrier equipment over 25 tons will be quoted, ordered and processed through REA, Inc. Carrier Enterprise will continue to represent Carrier for projects with direct expansion products 25 tons and below. Carrier Enterprise will also continue representing all Bryant and Payne brand products.

We are committed to make the transition as smooth as possible for all customers of Carrier commercial HVAC products.

As always, we will work with you to grow business by developing new opportunities, strengthening our business relationships, and bringing innovative products and solutions to your business.

Please feel free to contact your REA, Inc. sales representative if you have any questions during this transition.

Very truly yours,

Myron Carter

Chris Reeves

Myron Carter

Chris Reeves

President
REA, Inc.-Knoxville, TN

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