



Cash-In on Your Comfort with Federal Tax Credits

Qualifying High-Efficiency Systems Can Save You Money Now and in the Long Run





Bryant and Uncle Sam Want YOU to Save up to \$1,500

When an aging or unreliable comfort system is due for repair, it often leaves the homeowner with a major dilemma. Repair or replace? In many cases, there are valid reasons to do either. Today, Uncle Sam is offering up to 1,500 reasons for replacing your older heating and cooling equipment with new, selected, high-efficiency Bryant comfort systems: income tax credits. This new tax credit program offers four distinct benefits:

- You can save money in the short term with a tax credit of up to \$1,500
- You can continue to save money down the road with extra high-efficiency comfort
- You'll enjoy the comfort and reliability of your new Bryant system
- And, you'll enjoy long-term peace of mind with a new system and new warranties. Some qualifying systems are even eligible for Bryant's 10-year parts limited warranty*

*Warranty applicable to original owner and qualifying unit is covered by a 10-year parts limited warranty upon timely registration of your new equipment. Warranty period is five years if not registered within 90 days. See warranty certificate at Bryant.com for complete details.

Whatever It Takes for Money-Saving Comfort

There are a lot of reasons why homeowners nationwide turn to Bryant for their indoor comfort needs. We have developed a worldwide reputation for delivering superior indoor comfort technology that truly stands out from the competition, including our remarkable Evolution® System. In addition, we offer a wide variety of products that not only meet the requirements for the Federal Tax Credit for Residential Energy Property Expenditures, they can provide years of substantial savings on monthly energy bills.

Minimum Efficiency Required for Tax Credit

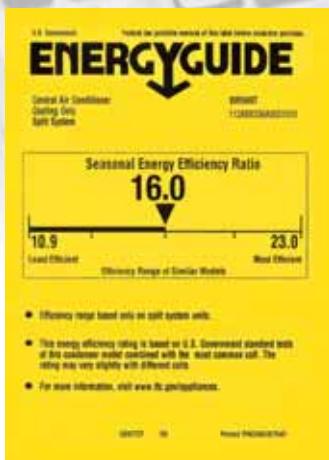
Gas Furnaces	95% AFUE
Air Conditioners	16 SEER / 13 EER
Heat Pumps	15 SEER / 12.5 EER / 8.5 HSPF
Packaged Air Conditioners	14 SEER / 12 EER
Packaged Heat Pumps	14 SEER / 12 EER / 8 HSPF
Oil Furnaces & Boilers	90% AFUE

Offering some of the highest efficiency systems on the market, Bryant can deliver savings well beyond the minimum efficiency standards required for the federal tax credit.

How the Program Works

As part of an effort to reduce dependence on foreign sources of energy, the American Recovery and Reinvestment Act of 2009 provides a tax credit to help offset the costs of making energy efficiency improvements to your home. Some key details of the program are as follows:

- The tax credits apply to a variety of products (including installation costs) such as windows, doors, heating and cooling equipment and more.
- The amount of the credit is equal to 30% of the installed cost of the qualifying products, up to a total of \$1,500.
- If a qualifying tax credit does not total \$1,500.00, the remaining credit amount can be “banked” and earned at a later time with a separate qualifying purchase or purchases.



Bryant Delivers Environmentally Sound Comfort and Peace of Mind

As you consider your comfort system options, another piece of legislation that may affect your decision is the Clean Air Act of 1990. On January 1, 2010, federal regulations will no longer allow manufacturers to make air conditioners or heat pumps using ozone depleting R-22 refrigerant. R-22 has provided comfort for millions of homeowners. However, it is clearly time for a mandatory, nationwide switch to environmentally sound alternatives such as Puron® refrigerant which Bryant was the first to offer. With more than 13 years of experience with Puron refrigerant and with more than 3 million Puron refrigerant products installed, Bryant is the clear leader and the best choice to help you make the switch to an environmentally-sound comfort solution.

- Bryant systems with Puron refrigerant offer our highest efficiency and many will help you qualify for at least a portion of the \$1,500 tax credit
- You'll continue to benefit for years of savings with a newer, higher efficiency system
- History strongly suggests that as supplies of R-22 dwindle, costs to service systems that use R-22 will likely skyrocket, so switching to Puron refrigerant now is a great choice for savings later



*The registered owner of Freon is E. I. Dupont de Nemour & Co.

In addition, Bryant comfort systems with Puron refrigerant provide a number of comfort and performance-enhancing options, including:

- Two-speed systems for higher efficiency, quieter operation and more consistent comfort
- The unparalleled functionality and ease of use of our Evolution® System
- The enhanced comfort and efficiency benefits of Perfect Heat® and Perfect Humidity® technologies

The Economic Advantage of Tax Credits

The reason many homeowners are so excited about this program is that tax credits, unlike deductions, are subtracted directly from the total amount you owe on your personal income taxes. For example, if you complete your tax return and calculate that you owe the IRS \$2,000, a tax credit of \$1,500 may reduce your tax bill to only \$500. Be sure to check with your tax advisor on how to best take advantage of the tax credits.

Tax Credits Available in 2009 and 2010

To take advantage of the American Recovery and Reinvestment Act of 2009 tax credits, you must purchase your qualifying high-efficiency comfort system between January 1, 2009 and December 31, 2010. Better yet, your savings won't be limited to a one-time tax credit. You'll continue saving every month with reduced monthly cooling and heating bills.

2010

december

sunday	monday	tuesday	wednesday	thursday	friday	saturday
10	11	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
					American Recovery and Reinvestment Act Expires 12/31/2010	

How Can I Maximize My Tax Credit?

Your tax credit will be calculated as 30% of the total installed cost of qualifying, high-efficiency products. To help you obtain your maximum credit under the new legislation, your expert Bryant dealer can help you select the products that best suit your home, your comfort needs, and at the same time, deliver the highest possible credit.

- As a general rule, if your qualifying product or products total \$5,000 with installation costs, you will be eligible for the full \$1,500 credit (if you have not already purchased other qualifying energy efficient improvements)
- We recommend checking with your tax adviser on how to best take advantage of this tax credit



10 Year Parts Limited Warranty

It's great to know that purchasing a qualifying high-efficiency Bryant comfort system can mean up to \$1,500 in the form of a tax credit. And, it's also encouraging to know that a high-efficiency system can continue to provide significant savings on your heating and cooling bills compared to older, less efficient systems. In addition, it's comforting to know that when you buy your system from Bryant, you'll benefit from one of the best standard warranty programs in the industry. In fact, many of the products that qualify for the tax credit program are also eligible for the Bryant 10-year limited parts warranty.



Whatever It Takes

In more than a century, we've seen it all. Today's mandated higher efficiency standards, R-22 refrigerant phase-out and a pledge to create alternative energy sources are just the latest challenges in the history of an industry Bryant helped create. Whether we're reacting to legislation of the U.S. government, or simply continuing our commitment to developing newer, more innovative comfort technology for the benefit of homeowners like you, Bryant has been coming through since 1904.

With the industry's broadest and most comprehensive product line, Bryant already offers several products that exceed today's requirements.

To find a dealer in your area, log onto www.bryant.com, or call 1-800-BRYANTMAN.



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Heating & Cooling Systems

A Member of the United Technologies Corporation Family.
Stock Symbol UTX.

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7310 West Morris Street, Indianapolis, IN 46231

Visit our website at www.bryant.com



Before purchasing this appliance, please read the important energy cost and efficiency information available from your dealer.

Manufacturer reserves the right to discontinue or change, at any time, specifications or designs without notice and without incurring obligations.



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