

**Dealer: Print this press release on your letterhead. Insert the information where indicated, then distribute it to your local media. If possible, include a photo. Submitting it to editors of local home furnishings or business publications may result in better placement.**

For more information, contact:

(Dealer's Name)

(Name of Business)

(Phone Number)

Release Date: (Mailing Date)

**(NAME OF DEALERSHIP) Receives Excellence Award from Lennox® International**  
*Company Earns Award for Outstanding Business Accomplishments*

(CITY, STATE) – (NAME OF DEALERSHIP), based in (CITY), recently received the Circle of Excellence Award from Lennox International, a heating and air conditioning equipment manufacturer.

Mike Hart, Lennox' Vice President of North American Sales, and Kim McGill, Lennox' Vice President of Marketing, presented the annual award to (NAME OF PERSON WHO ACCEPTED THE AWARD), (TITLE OF PERSON WHO ACCEPTED THE AWARD) during a recent ceremony in (LOCATION). The Circle of Excellence Award recognizes Lennox dealerships for outstanding accomplishments in several key areas.

"Earning the Circle of Excellence Award emphasizes (DEALERSHIP NAME)'s progress as a leading marketer of residential comfort systems, and demonstrates their commitment to sales performance, company growth, successful advertising and promotional campaigns and effective business planning," said Douglas L. Young, president and COO of LII Residential Heating & Cooling.

Established in (YEAR), (DEALERSHIP NAME) employs (NUMBER OF EMPLOYEES) and services (AREA SERVICED).

“(INSERT DEALER QUOTE),” says (DEALER NAME), (DEALER TITLE). “To win the Circle of Excellence Award, a dealer must exhibit effective business practices and consistent sales growth, so we are honored to be recognized with this prestigious award.”

A worldwide leader in home comfort, Lennox International markets its air conditioning and heating products through a network of more than 7,000 North American dealers.

To find out more about how (DEALERSHIP NAME) can help you with your home’s heating, cooling and indoor air quality needs, call (DEALERSHIP PHONE NUMBER).

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