



PR Contacts:

Teri Sawyer, T&Co.
714-536-8407
terisawyer@me.com

Stacey Doss, T&Co.
949-285-2362
Stacey@sddpr.com

Venstar and Bruce-Rogers Company Ink Exclusive Deal for Distribution of Venstar HVAC Control Products Throughout Arkansas

CHATSWORTH, Calif., Nov. 9, 2011 — [Venstar®](#), a leading thermostat and energy management systems supplier, today announced that it has signed an exclusive agreement with Bruce-Rogers Company of Fort Smith, Ark., for the distribution of Venstar HVAC Control Products throughout Arkansas. Bruce-Rogers Company regional stores are located in Conway, Fort Smith, Hot Springs, Mena, Rogers and Russellville.

“We are pleased to announce Bruce-Rogers Company as a new distributor of Venstar commercial and residential thermostats in the state of Arkansas,” said Steve Dushane, president and CEO of Venstar Inc. “We welcome them to the Venstar family of distributors and look forward to a long and prosperous relationship.”

“Venstar is respected as a maker of high-quality, reliable HVAC controls systems, and we are pleased to be the regional distributor of Venstar thermostat products,” said James Sutton, sales director of Bruce-Rogers Company. “We are happy to join Venstar’s family of distributors and look forward to supporting and promoting Venstar HVAC control products to our customers.”

Among the Venstar thermostat products being distributed by Bruce-Rogers Company are:

ColorTouch Touchscreen Thermostat (residential)

[ColorTouch®](#) is the multi-functional, simple-to-use, richly featured, programmable touch screen thermostat that thinks it's a digital picture frame. ColorTouch has customizable backgrounds, including the users' own photos, and more than a dozen preset themes, including holiday themes. Compatible with virtually every type of heating and air conditioning system, ColorTouch can be configured to display one of three languages: English, French or Spanish.

ColorTouch Touchscreen Thermostat (commercial)

ColorTouch Commercial is a multi-functional, simple-to-use, touch screen thermostat designed for commercial installations. With ColorTouch Commercial, users can display their business logos, advertisements or promotions on their thermostat screens as a slideshow screensaver or background wallpaper. ColorTouch Commercial also includes a 365-day holiday calendar, field updatable firmware, and added pass-code security for use in public areas. ColorTouch Commercial is priced at approximately half the cost of competitive commercial touch screen thermostats.

Slimline Family of Thermostats

Venstar's Slimline family of thermostats includes very popular residential and commercial models. Currently, millions of Slimline thermostats are in use throughout North America. Specialty Slimline modes include:

- [Slimline Platinum](#), a commercial thermostat (Model T2900) with light activation that turns the thermostat on and off based on the level of light, helping facilities save energy and go green.
- [SchoolStat™](#) (Model T2900SCH), a commercial programmable specialty thermostat that helps schools go green while keeping classrooms comfortable. SchoolStat, the thermostat designed to keep classrooms comfortable during the school day and save energy when school is out.
- [ComfortCall](#), an accessory that allows users to remotely adjust their Venstar Slimline residential thermostats from any telephone. Using voice recognition and voice synthesis, ComfortCall literally talks to the user over the telephone and takes voice commands.
- [EZStat™](#), the thermostat that is as easy to program as using an alarm clock. The EZStat also features oversized indicators on the display for easy reading.

Availability

For more information, visit: <http://www.venstar.com/Thermostats/>
Email: sales@venstar.com

Telephone: 818-812-9930

About Bruce-Rogers Company

Based in Fort Smith, Arkansas, Bruce-Rogers Company was founded in 1922 as a wholesale distributor of plumbing supplies, mill and mine supplies, electrical components, light plants and automobile accessories. Today, Bruce-Rogers Company operates primary as a plumbing, heating and air conditioning equipment supply house, serving plumbing contractors and heating/air conditioning contractors in Arkansas and surrounding states. It has six locations through Arkansas. The company is employee-owned.

For more information, visit: <http://www.brcco.com>

About Venstar Inc.

Founded in 1992, Venstar Inc. is a leading thermostat and energy management system (EMS) supplier, known for providing value to its customers via ease of use and installation, proven cost savings, improved energy efficiency, quality and reliability. Venstar is one of the largest thermostat suppliers in the world and designs and produces Venstar-branded products, as well as OEM thermostat products for the biggest names in HVAC. Venstar's Surveyor is a leading energy management system, typically saving small-box retailers 25 percent of their energy costs, which translates to millions of dollars in savings and dramatic reductions in CO₂ emissions. Surveyor currently controls the energy usage of more than 13,000 retail locations across the United States, Mexico, Puerto Rico, and Canada.

Web site: www.venstar.com

#