



Lennox Announces Refinements to Historic Lennox Brand Logo Design

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DALLAS, Feb 14, 2005 /PRNewswire-FirstCall via COMTEX/ -- Celebrating 110 years in the heating and cooling industry, Lennox Industries, a division of Lennox International Inc. (NYSE: LII), announced refinements to their historic brand logo design.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050214/DAM036LOGO>)

Company officials noted changes to brand logos are common for long-established brands in many different industries, helping to keep corporate images current with changing times. "Introduced over 60 years ago, the Lennox logo originally communicated quality and innovation to the post-World War II 'baby boomer' generation," said Bob McDonough, president and chief operating officer, LII Worldwide Heating and Cooling. "We certainly want to remain true to that trusted heritage of quality and innovation -- and we also want to accurately communicate the meaning of Lennox to a whole new generation of customers."

As part of a careful process of development and research, a wide majority of consumers across the country chose the refined Lennox logo over several other proposed designs -- including the older Lennox logo. "It became obvious the new, refined logo more accurately conveys who Lennox is for today's homeowners," McDonough said.

In the new refined brand logo, the word "Lennox" still appears in slanted red letters, but with a slightly more streamlined look and in a deeper red color for a more sophisticated appearance. Also, a curved graphic design at the end of the word "Lennox" creates the impression of looking forward, communicating the company's ongoing spirit of innovation.

The change from the older brand logo to the new is expected to be very gradual, and both the older Lennox logo and the new refined version will temporarily exist side-by-side in some areas. Eventually, the refined version of the logo will completely replace the older version.

"Maintaining our heritage, while moving relentlessly forward in our drive to innovate: that's what Lennox has always represented, and that is what the new Lennox logo still represents," McDonough said. "We salute our employees at Lennox Industries, past and present, who have worked hard to build one of our industry's greatest success stories."

Operating in over 100 countries, Lennox International Inc. is a global leader in the heating, ventilation, air conditioning, and refrigeration markets. Lennox International stock is traded on the New York Stock Exchange under the symbol "LII". Additional information is available at: <http://www.lennoxinternational.com> or by contacting Karen O'Shea, vice president, communications and public relations, at 972-497-5172.

SOURCE Lennox International Inc.

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