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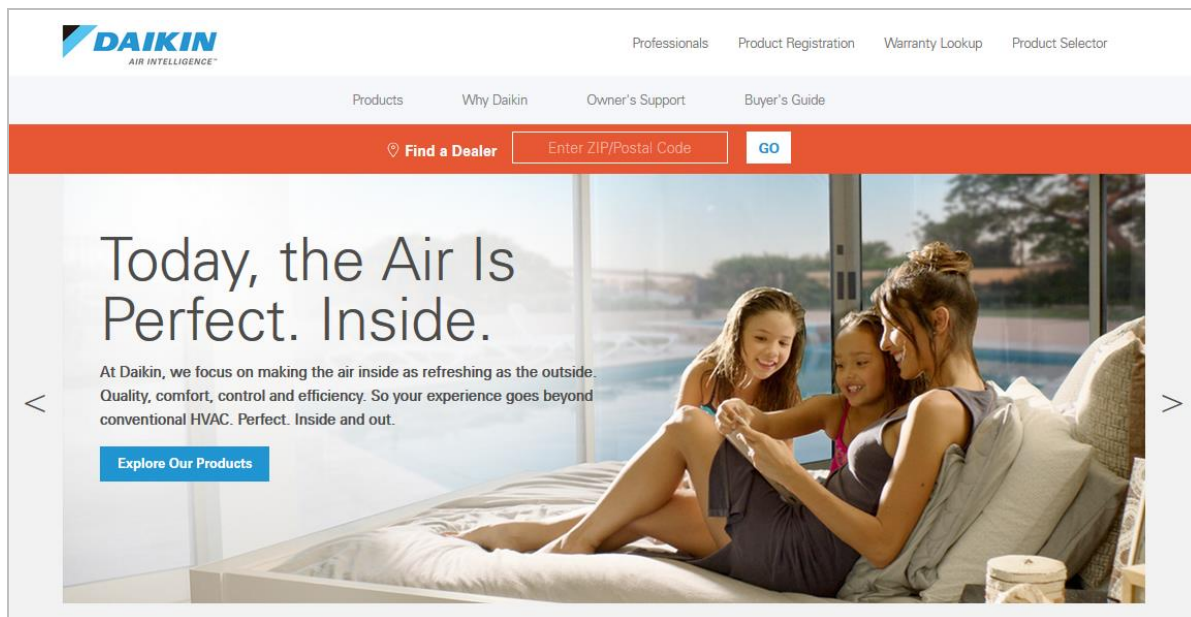
Date: March 15, 2017
To: Internal, Sales, Distribution and Sales Representatives
From: Marc Bellanger, Director of Marketing & Communications, VRV & Light Commercial Division
Subject: The New daikincomfort.com Website and Press Release

The Daikin Marketing team is excited to announce the newly updated daikincomfort.com website. The new website offers a complete visual refresh from the previous version, and provides a simplified, yet informative layout with content organized for the consumer experience.

In addition to this internal announcement, the attached Press Release, **“Daikin North America LLC Launches the New daikincomfort.com”**, will be released today, March 15, 2017, to the HVAC trade press, general industry press, print outlets, and electronic media channels.

The updated daikincomfort.com will initially focus solely on the North American consumer, and includes residentially applied products only. Professional content and commercial product information remains at daikinac.com at this time. (The content of daikinac.com will be enhanced and integrated into a new professional section of daikincomfort.com, with an anticipated launch later this year.)

The updated daikincomfort.com includes a new responsive design, and is optimized for all internet browsers. Consumers can easily navigate from the **Homepage** (shown below) to all areas of the website, with prominent placement for **Product Registration** and **Warranty Lookup**.



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A newly integrated **Product Selector** page provides users with minimal HVAC knowledge to identify product features, and confidently select the best match for their specific application.

DAIKIN
AIR INTELLIGENCE™

Professionals Product Registration Warranty Lookup Product Selector

Products Why Daikin Owner's Support Buyer's Guide

Find a Dealer Enter ZIP/Postal Code GO

PRODUCT SELECTOR

Product Selector

Find the right product for your home and your needs

Your Home Information

*Enter your ZIP/Postal Code
77002

*Select the type of system you are interested in
 Heating Cooling Both

*Select the space
 Single Zone Multi Zone Whole House I Don't Know

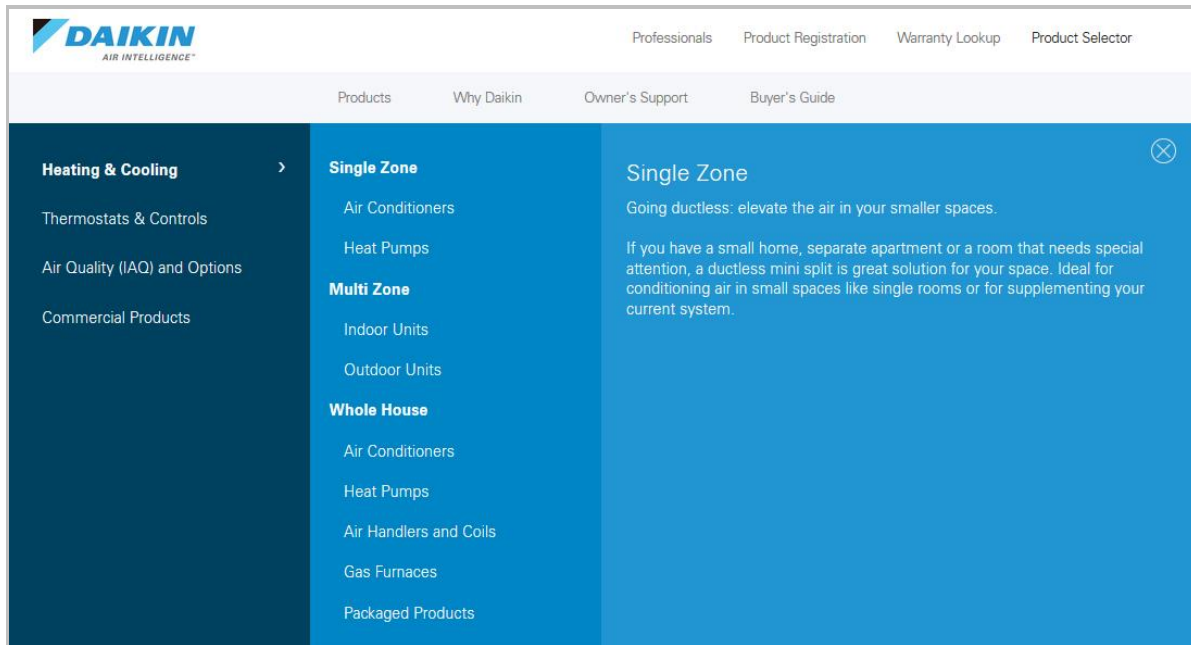
*Select zones
 2-4 Zones 4-8 Zones I Don't Know

*Select the mount type
 Wall Ceiling Floor I Don't Know

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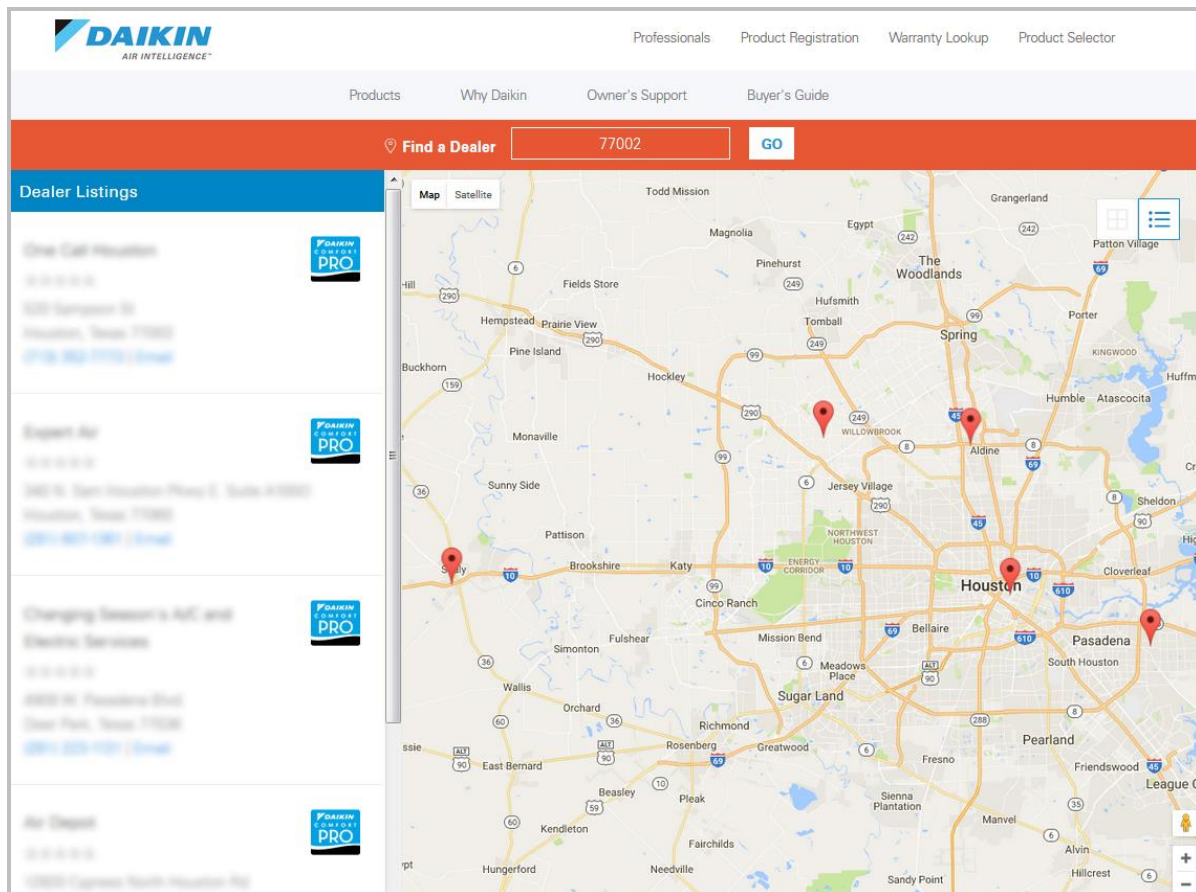
Consumers with an understanding of HVAC applications can browse our complete product line from the **Products** page.



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The **Find a Dealer** locator is prominently displayed at the top of each page. The consumer can locate the closest Daikin dealer when they are ready to purchase and install the new system.



This new consumer-focused site will undergo continuous enhancements over the coming weeks. Content improvements will include purchasing process information, recommended maintenance and basic troubleshooting tips, and more about Daikin's commitment to customer service and our pursuit of holistic comfort via **"Air Intelligence"**.

Please feel free to share this PMN and Press Release with your associates and business partners.

This Press Release, along with all others, is located on our websites at www.daikinac.com/content/news-press-releases and www.daikincomfort.com/press-releases.

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