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## **Service Experts Launches 2011 HVAC Clearance Sale And HotnessQuiz.com Social Web Site**

*Consumers Empowered to Affordably Increase Their Home Efficiency.*

**Dallas, TX – January 1, 2011** – [Service Experts](http://ServiceExperts.com) begins a 2<sup>nd</sup> annual furnace and air conditioning clearance sale today on [HVACClearance.com](http://HVACClearance.com). Consumers can save thousands of dollars on new residential heating and cooling systems through instant savings and rebates, and learn 'how hot they are' via a new social [HotnessQuiz.com](http://HotnessQuiz.com) web site.

During "Sam's Great Winter Sales Event," consumers may save thousands of dollars in discounts and rebates on the purchase of brand new heating and cooling systems for their home, and may also significantly reduce their home's energy consumption at the same time. A web site, [HVACClearance.com](http://HVACClearance.com), explains how consumers can save more money and home energy during the three-month event.

During the winter sale, Service Experts is also providing heating and A/C tune-up services valued at over \$99 for free. A tune-up may help a home's furnace operate as much as 30% more efficiently, and can also help discover Carbon Monoxide leaks in the heating system. Homeowners within the service area of any Service Experts location may receive their furnace or A/C tune-up on their existing system simply by mentioning the Promo Code SAM when setting their free appointment. The free HVAC system estimate can be scheduled by calling 1-888-HEATCOOL (888-432-8266). Internet users will get an extra free item: a \$5 gourmet coffee card they'll receive by mail after scheduling their free system estimate on the company's web site and receiving their quote.

In addition to Sam's Great Winter Sales Event, the company has launched a unique social web site. Through the site, anyone can discover how "hot" they are via a simple quiz. The humorous "Hotness Quiz" divulges the web user's level of "Hotness," and can be shared with the user's friends on Facebook, Twitter, or via email. The [HotnessQuiz.com](http://HotnessQuiz.com) web site also displays local coupons which can be shared with friends, printed or saved for future use.

For more information about Sam's Great Winter Sales Event, heating, air conditioning and indoor air quality, or to locate a Service Experts center, consumers may log onto the company's furnace and A/C clearance web site at [www.HVACClearance.com](http://www.HVACClearance.com).

*Service Experts LLC is a retail HVAC sales and service company in North America, providing home energy-efficiency solutions, installation, maintenance and the repair of heating, air conditioning, ventilation and indoor air quality systems. Service Experts furnace and air conditioning technicians are certified by NATE (North American Technician Excellence), the leading certification program for technicians in the heating, ventilation and air-conditioning (HVAC) industry. The company is known for their exclusive Five Standards of Excellence and a written, one-year 100% Satisfaction Guarantee.*

Headquartered in Richardson, Texas, Service Experts has formed an extensive network of high-quality, well-established locations throughout North America. To locate a Service Experts center or arrange for heating, air conditioning and indoor air quality products, service or maintenance, consumers may access the company's HVAC clearance website, [www.HVACClearance.com](http://www.HVACClearance.com), or call the Service Experts toll-free number at 1-888-HEATCOOL (888-432-8266). Useful heating and cooling information can also be found at the Blog of their spokesperson, Sam The Service Expert, at [www.ServiceExperts.com/SamsBlog](http://www.ServiceExperts.com/SamsBlog).

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