

**EXHIBIT 1**

**Name of Study:** Lifestory Research 2016 America's Most Trusted™  
Heating, Ventilation, & Air Conditioning (HVAC) System Study

**Claim:** "America's Most Trusted HVAC System"  
OR "America's Most Trusted Heating, Ventilation, & Air Conditioning System"

**Disclaimer:** Trane received the highest numerical score in United States in the proprietary Lifestory Research 2016 America's Most Trusted™ Heating, Ventilation, & Air Conditioning (HVAC) System study. Study based on 17,878 surveys among residential consumers. Proprietary study results are based on experiences and perceptions of consumers surveyed between January and December 2015. For details see [www.lifestoryresearch.com](http://www.lifestoryresearch.com).

**Tombstone:**



**THE FULL CLAIM AND DISCLAIMER MUST BE USED IN EVERY PROMOTION OR ADVERTISING OR MENTION OF THE AWARD. PLEASE SEE ADVERTISING GUIDELINES FOR ADDITIONAL DETAILS.**

**EXHIBIT 2****GUIDELINES FOR LICENSED USE OF LIFESTORY RESEARCH CLAIMS AND AWARDS**

*The pages that follow describe standards and criteria that should be used in the use of the trade name Lifestory Research and the use of the Lifestory Research Service Marks. These guidelines are intended to provide a general overview and are not intended to address every situation that Lifestory Research may find objectionable, misleading, or not in keeping with its standards.*

**INTRODUCTION**

To help preserve the prestige associated with the Lifestory Research name and set a high ethical standard and code of fair practice, we have established formal guidelines and procedures that govern use of the Lifestory Research name, our information and awards. These guidelines are intended to protect:

- 1) Our clients from making misstatements about the information cited, thereby preventing costly production problems.
- 2) The credibility of the findings and studies conducted by Lifestory Research.
- 3) Claims awarded and approved by Lifestory Research.
- 4) Consumers from misrepresentation and confusion.

**PROCEDURES FOR USE**

- 1) Once a study is released, Lifestory Research permits, via a license agreement, Licensees to use the awarded claim provided that the Licensee has signed and executed a license agreement with Lifestory Research.
- 2) Lifestory Research will not be reviewing advertisements and other promotional materials. Instead, each company with a license agreement will be responsible for adhering to the terms included in the license agreement.
- 3) Advertising agencies, public relations firms, dealers and other agents or distributors of the licensed company must adhere to the terms of the license agreement. The licensed company (Licensee) will be held accountable to monitor and manage their respective advertising agencies, public relations firms, dealers and other agents.

*Important:* In an effort to protect your interests as well as the integrity of the information produced by Lifestory Research, your assistance in helping monitor what may be inappropriate or incorrect usage of Lifestory Research information is appreciated. In such cases, please contact Lifestory Research.

**GENERAL POLICIES**

- The full claim must be used and must be cited. The claim must be used consistently with the way the study was conducted and used in a manner consistent with the study findings.
- The tombstone use is optional but encouraged as a way to distinguish the award.
- The disclaimer (indicated on Exhibit 1 of each license agreement) identifies the Lifestory Research study from which the claim is derived and identifies the number of respondents and a brief description of who was included in the sample. In general, the disclaimer is to be included as a footnote any time the claim is used. (See Disclaimer section below for details of usage.)
- Clear and conspicuous disclosure of all information in the advertisement must be included in advertising and promotional use. Disclaimers other than the required disclaimer mentioned above must not be relied upon to convey full disclosure.

- Use of the Lifestory Research trade name and service marks may not in any way imply endorsement of advertising claims or imply that the company Lifestory Research or any employee of the firm has rated, endorsed or chosen any particular builder.
- There can be no inference that people included in the ad or other promotional use were respondents to the study. This contradicts our strict corporate policy concerning the confidentiality of respondents.
- Graphs, charts or other representations of index rankings may be used in advertising with the advance written approval of Lifestory Research. Factor or attribute rankings and scores may not be used in advertising. The factors may be listed, with language such as “The study looked at...” but the ranking or score for each factor may not be disclosed. No other study information may be used in advertising, promotional or marketing materials.
- Lifestory Research employees may be quoted in advertising or for any type of promotional use, including press releases, with the advance written approval of Lifestory Research.

#### COMPANY NAME

- “Lifestory Research” must be used in full in all references.
- Please note: There is no space between “Life” and “story,” and the “s” in “story” is lower case. Lifestory is a single word.

#### COMPANY DESCRIPTION

Lifestory Research is a full service consumer research firm dedicated to helping clients evaluate their brand and strengthen their understanding of their customers and employees. Lifestory Research agrees that Licensee may use the description of Lifestory Research in the prior sentence when describing Lifestory Research in press releases or other public statements.

#### STUDY NAME

- The year appears after Lifestory Research when the full name of a study is cited, e.g.: Lifestory Research 2016 America’s Most Trusted™ Heating, Ventilation, & Air Conditioning (HVAC) System.
- The name of the study should be initial capped.
- A superscripted, capital “TM” should be used at the end of the full name of the study and/or after the word Trusted (e.g., America’s Most Trusted™ Heating, Ventilation, & Air Conditioning (HVAC) System).

#### CLAIM/AWARD

- **The entire claim must be used, including the segment or category.** A generic reference of “#1,” “Most Trusted,” or “Best in Class” may not be used under this Agreement. Additionally, the actual category or segment must be detailed as part of the claim.
- As set forth on the following page of this Agreement, the claim/award must be positioned separately from all other statements and claims.
- The claim should be initial capped.
- If the award is for a specific product or service, the product or service must appear in the advertisement in either text or graphics.
- The claim must be used with the company/ product/service for which it was received. It may not be associated with products or services that were not included as part of the study or award. Any photography associated with the claim must be for the awarded category or product.
- Any ad that attempts to expand the claim beyond the scope for which it was given or to associate the claim with other products or services should not be used.

- Notwithstanding anything herein to the contrary, Licensee acknowledges and agrees that Lifestory Research created and owns all intellectual property and other rights to the tombstone, as well as any image or images of such tombstone, attached hereto as Exhibit A (collectively the “Tombstone”). Licensee acknowledges and agrees that it has no right or interest in such Tombstone, and that it does not have any right to grant a license to any party to use the Tombstone or other right or claim in such Tombstone.

## DISCLAIMER

### General Use

- In general, the disclaimer (which is identified in Exhibit 1 of the license agreement) is to be used as a footnote or legal copy any time the claim is cited.
- If the disclaimer is on the same page as the claim, a footnote or reference mark does not need to be included unless other disclaimers are also used. If the disclaimer is on a page separate from the claim, a reference mark should be used.
- NOTE: The number used in the disclaimer is the total number of respondents included in the study overall. This is not the number of people who ranked a product or service highest.

### Specific Uses

- **Print Advertisements**

The disclaimer must be used.

- **Radio**

The disclaimer may be omitted.

- **Television**

The disclaimer must be used. The disclaimer should be large enough and on the screen long enough to be read without extreme difficulty.

- **On-Hold Messages**

The disclaimer is not required but may be included.

- **Email Auto Signature**

The disclaimer may be omitted.

- **Internet**

The disclaimer must be used. However, the disclaimer may be contained in a pop-up window or link.

- **Press Releases**

The disclaimer may be omitted if the disclaimer information is used within the body of the release.

- **Brochures**

The disclaimer is to be used.

- **Annual Reports**

*Chairman’s Letter or Equivalent Communication:* The disclaimer is not required when the claim is cited in the Chairman’s letter of an annual report.

*Operations Review:* The disclaimer is to be used.

*Management Discussion and Analysis:* Neither the claim nor the disclaimer may be used in this section of an annual report.

- **General Business Stationery/Business Cards**

If the stationery is to be used for general business correspondence and not for promotional use, the disclaimer may be omitted.

- **Direct Mail Pieces**

*Letters* - If the information in the disclaimer is included in the body of the letter, the disclaimer as a legal footnote is not required.

*Envelopes* - If the disclaimer will be printed on any contents to be enclosed in the envelope, the disclaimer does not need to be printed on the envelope itself.

- **Merchandise Items**

The disclaimer may be omitted from clothing and other types of merchandise items such as buttons, hats and shirts.

- **Billboards**

The disclaimer may be omitted.

- **Banners/Signs/POS Materials**

The disclaimer is to be used on banners, signs and point-of-sale materials that will be displayed or used publicly. The disclaimer may be omitted on materials that will be displayed internally, e.g., a banner hung inside an internal office environment.

- **Online Banners**

The disclaimer is not required on online banner advertisements.

## **CORPORATE LOGO**

- The Lifestory Research corporate logo may not be used with advertising claims and awards.

## **TERMINOLOGY**

- The terms “study” and “survey” should not be used synonymously. The term “study” should be used rather than “survey” in most instances. The term “survey” refers to the document that is sent to potential respondents or the act of sending questionnaires. The term “study” refers to the compilation and analysis of the responses to the questionnaire.
- “Win,” “won,” “award-winning,” etc. may not be used in conjunction with the claim.
- “Poll” may not be used to describe Lifestory Research studies.
- “Proof,” “proven,” or “proved” may not be used with the claim. Similarly, other words that show this level of confidence may not be used.
- “Official” may not be used with the claim.
- The terms “voted,” “judged,” “elected,” etc. may not be used with the claim.
- “Rated” may not be used with the claim.
- “Called” may not be used with claim.
- Notwithstanding anything to the contrary herein, “named” or “recognized” may be used.