

MEDIA CONTACTS:

Tali Faris tali@dca-dcpr.com

810/730-0032

Ilyse Strongin ilyse@dca-dcpr.com

Kirstin Knott kirstin@dca-dcpr.com

312/850-4273

FOR IMMEDIATE RELEASE

--Photography available--

**ALTERNATIVE HEAT SOURCES:
MAKE WINTER WARMER, SAFER AND MORE ECONOMICAL**

BOWLING GREEN, KY (December, 2004) - With predictions of a cold winter ahead, people are worried about the high cost of heating their home this season. There are many SAFE, alternative heating options available that save money on heating bills and allow consumers to heat the areas of their homes or offices that need it. From gas space heaters and cast iron stoves to gas fireplaces, there are numerous vent-free alternatives that lower heating bills an average 10% by lowering the thermostat 5 degrees. Available in natural gas or propane, as long as there is a gas line and electrical outlet available, installation of these alternative heat sources is quick and simple, requiring no venting or chimneys.

The alternative heating category has evolved over the years using advanced technology and modern safety studies as guidelines to produce the safe and attractive products that are on the market today. With a wide variety of options to suit any heating space, these heaters now accommodate a homes décor as multi-purpose appliances. Adding a vent-free product to a home, office or garage is as simple as hooking up a unit to a gas line in the living area you want to heat.

Safety is the main concern for both consumers and manufacturers of space heating products. Since 1980, vent-free gas heating appliances have been equipped with a safety system called an oxygen depletion safety pilot, or ODS. The ODS is the proven technological innovation that revolutionized the safety of vent-free gas heating appliances. The ODS automatically shuts off the gas supply in the rare event that the oxygen level in the room falls to 18 percent, thus preventing unhealthy levels of carbon monoxide from penetrating the air.

In support of the ODS and additional safety concerns, in 1995 the Vent-Free Gas Products Alliance of the Gas Appliance Manufacturer Association (GAMA) commissioned a study on indoor air quality as it relates to vent-free gas heating products in the home. The results proved that vent-free gas heating products meet and exceed the most current and applicable nationally recognized standards and recommendations for the indoor air quality.

In addition, the primary gas combustion byproducts that can affect indoor air quality are carbon monoxide, carbon dioxide, nitrogen dioxide, oxygen and water vapor. Today's vent-free heating products operate well within nationally recognized standards and recommendations for all five elements. These low emission levels are confirmed by independent American Gas Association Research testing.

There are many vent-free options available when seeking an alternative heating source for the home. Consumers have the option to choose from several cast iron stove and firebox models with realistic flames and traditional appearance. For homeowners that have always wanted a fireplace, gas fireplaces are simply installed to add beauty to a home, with gas logs to make a system complete. DIY masonry fireplaces are also an option, to create the look of a built-in fireplace, without professional installation. No longer do consumers need to worry about messy wood fires, out of control flames, or tedious cleanup, for all of the above products provide cleanliness, convenience and safety, with the look of natural wood.

To spot target specific areas closely, space heaters are the answer with wall hugging designs, to accompany home décor without being obtrusive. These heaters can be tucked into corners of the home out of the way, while safely heating a large area. Options are also available for the office or garage, to accommodate specific tasks, for portable usage. Bedroom systems can also bring heat into the coziest rooms of the home that are often the coldest! As stated earlier, there are alternative heating options for every consumer.

Vent-free heating products operate without a chimney, flue or vent allowing for a unit to be installed just about anywhere without making a hole in the wall or roof. This option of vent-free heating enables homeowners to pinpoint and heat the “living” areas of the home- the rooms that are most inhabited. By specifically targeting the “living” areas, the homeowner can lower the thermostat that expands throughout the rest of the home, thus saving fuel and money. In addition, because vent-free products are 99% efficient, the homeowner profits by not losing any of the necessary heat to a vent pipe or chimney. Already more than 45 million households worldwide enjoy the convenience of vent-free heating products, with the number rising as the winters seem to become colder year after year. Homeowners can buy and install a heater within the same day, saving money instantly!

Aside from space heaters that require electrical outlets, many other vent-free products are ideal for emergency heat during a temporary power outage, requiring no electricity. Even systems with electric blowers will continue providing heat during a power outage, though the blower will not operate.

DESA Heating LLC, is a growth-oriented, manufacturer and leading marketer of zone heating home comfort products for the consumer and professional markets in the U.S., Canada, and abroad. Divisions include Comfort Glow, Outdoor Leisure, Vanguard and Reddy. For more information on DESA Heating LLC products, please call toll free, 1-866-672-6040 or visit their web-site at www.desaint.com. For more information on vent-free gas products, visit www.ventfreealliance.org/consumer.htm.

###