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LONG Building Technologies Partners with Coolerado to Offer High-Efficiency Air Conditioning

Coolerado's Heat and Mass Exchanger (HMX) Adds Healthier, Energy-Saving Option to LONG's Product Offerings

Littleton, Colo. — April 22, 2013 — LONG Building Technologies, Inc., provider of building systems technologies, announced today a partnership with Coolerado Corporation, manufacturer of commercially used, highly energy efficient air conditioning systems, to offer its commercial customers a greener, healthier option in air conditioning.

Coolerado's line of air conditioners offer greater energy savings by using a patented Heat and Mass Exchanger (HMX) that employs indirect evaporative cooling technology to effectively cool the air – using up to 95% less energy than traditional cooling systems. This cooling technology has delivered optimal results in data centers, manufacturing and industrial spaces.

“Partnering with such an innovative company like Coolerado allows us to provide the most efficient air conditioning solutions to our customers, translating in true, hard-dollar ROI,” said Jason Nefs, General Manager of LONG's equipment sales team in Colorado. “Through their modular cooling heat and mass exchangers, we can now integrate Coolerado technology into a custom box, for larger buildings and systems.”

LONG is considered a super representative in the HVAC industry. The Coolerado partnership and addition of the HMX technology rounds out LONG's extensive line of cooling options and gives customers a healthier and more sustainable choice.

“Our partnership offers LONG's commercial clients a much more sustainable way to realize long-term operational benefits,” said Tom Teynor, Chief Executive Officer of Coolerado. “Besides dramatically reducing energy consumption and carbon footprint, our products provide a healthier indoor atmosphere by incorporating 100% fresh air. That can be critical in a commercial setting.”

About LONG Building Technologies

Established in 1965, LONG Building Technologies LONG operates via five business units offering a range of building services, including HVAC equipment sales, energy efficiency audits, controls, security and maintenance with offices in Colorado, Wyoming, Utah and Nevada. The company serves commercial, institutional and industrial facilities of all types and sizes. For more information, visit the company's web site at www.long.com.

About Coolerado

Coolerado customers in 26 countries save as much as 90% in cooling costs using revolutionary HMX products. For more information, go to www.coolerado.com.

Coolerado Resources:

- Coolerado Data Center Application: http://www.youtube.com/watch?v=znVtkKXPv_U&feature=player_embedded
- Coolerado Overview: <http://www.coolerado.com/video/>
- Coolerado Twitter Feed: <https://twitter.com/coolerado>
- Coolerado Facebook Page: <http://www.facebook.com/pages/Coolerado/108658322508301>

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