



Cindy Sharpe, Digital Lightbridge for S&S Electric Co., Inc.  
(813) 986-0877 or (813) 244-2883 mobile  
csharpe@digitallightbridge.com

Shawn L. Smith, Vice President, S&S Electric  
(800) 762-3056, ssmith@ss-electric.com

---

For Immediate Release

## **S&S Electric Forms New Company: S&S Air Conditioning**

**OLDSMAR, FLORIDA, MAY 25, 2006** – S&S Electric Company Inc. announced today that it has formed subsidiary, called S&S Air Conditioning, to focus on the business of indoor air comfort and quality. The business of air conditioning is not new to S&S Electric. The company has been offering air conditioning services and products since 1994, and since that time they've seen steady growth in this part of their business. This growth and the future demand for air conditioning services in West Central Florida has lead the organization to officially form a separate company.

S&S Air Conditioning will have the same management team and the same hard working staff that has led the S&S Electric A/C division. By forming a separate company, it will allow the company to focus on air conditioning products and services and to more effectively compete in the marketplace. "This is a branding strategy designed to show our commitment to indoor air quality and comfort," said Shawn Smith, vice president of S&S Electric.

"The S&S Electric management team and staff take the business of indoor air comfort and quality seriously," Smith said. "Homebuyers and builders will continue to receive the same quality service and products that they have come to rely on, and will continue to work with the same management team and staff with whom they have forged meaningful relationships."

The air conditioning systems installed by S&S Air Conditioning are designed to contribute to the improved health, comfort, energy savings and convenience of a home. In addition to air conditioning and heating, S&S Air Conditioning offers ventilation systems, indoor air quality solutions and zoning solutions that allow homeowners to save money by using less electricity.

S&S was recently recognized by one of the nation's largest and most respected air conditioning manufacturers, Bryant, at their 2005 awards dinner, receiving three awards:

- Highest number of Puron units sold on the West Coast of Florida
- Exceeding \$1,000,000 in Bryant purchases
- Highest sales on the West Coast of Florida

S&S installed 1,036 air conditioning systems in West Central Florida in 2005 and is projected to install 1,075 systems in 2006.

**-MORE-**

---

**ABOUT S&S ELECTRIC**

Founded in 1947, S&S Electric was named to the 2005 CE Pro 100, a listing of the largest home technology installation businesses in North America. The company was also named to the 2005 CE Pro Top 30 Structured Wiring Dealers in North America. It was awarded the 2004 CEA TechHome Dealer of the Year award and the 2004 Florida Family Business of the Year award, and the company was featured on the cover of the June 2004 issue of CE Pro Magazine and in the January 2006 issues of Builder/Architect Magazine.

With more than 300 employees, and offices in Oldsmar, Tampa, Sarasota and Ft. Myers, the company's award-winning team of designers, installers and technicians are recognized throughout the industry for providing customers with value-added, reliable, quality system installations. For more information about S&S Electric and its many services, please visit [www.ss-electric.com](http://www.ss-electric.com).

**# # #**

---

---

---