



It's time to get comfortable.™

has earned the
Good Housekeeping Seal

After rigorous testing and evaluations, York has received the Good Housekeeping Seal for meeting its advertising claims.



Since 1902, The Good Housekeeping Seal has been communicating trust and confidence by maintaining a unique consumer protection policy.

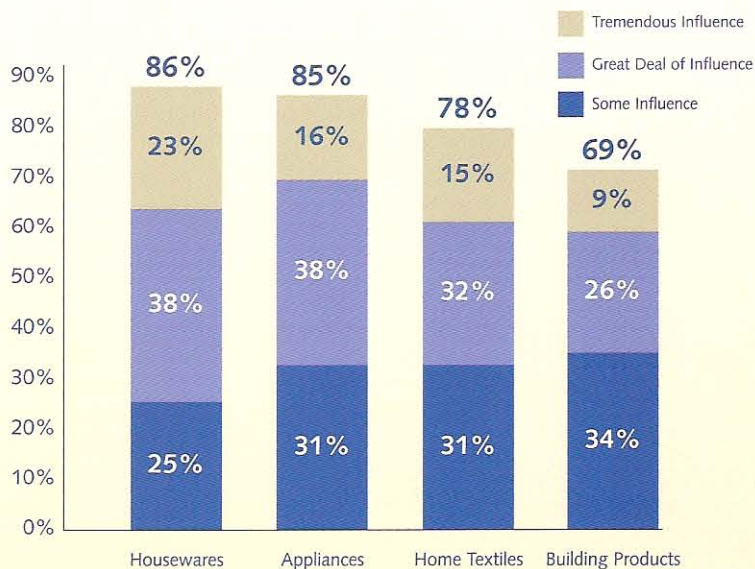
The Good Housekeeping Seal is a two-year limited warranty. If any product bearing the Seal proves to be defective within 2 years of purchase, *Good Housekeeping* will replace the product or refund the purchase price.

Good Housekeeping is not responsible for installation.

The Good Housekeeping Seal

The Most Recognized Consumer Emblem in America

NEW FINDINGS: THE SEAL IS A MAJOR INFLUENCE ON PURCHASING DECISIONS FOR THE HOME...

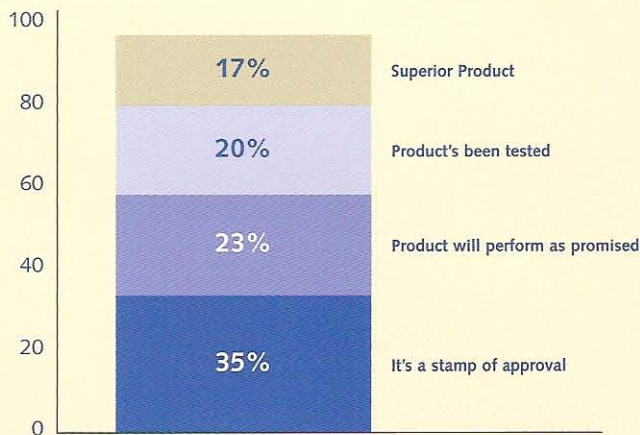


Source: Fairfield Research, Inc. November 2000

The Perception of Quality

What the Good Housekeeping Seal Means to People Today

95% SAY THE SEAL REPRESENTS A PRODUCT'S SUPERIORITY AND/OR THAT IT WILL PERFORM AS PROMISED



Source: Fairfield Research, Inc. November 2000

A Unique Selling Tool

70% of people said they have/may have purchased products because of the Seal