



Press Release Processing Information

Before a press release may be distributed, be sure it is developed according to Carrier guidelines and reviewed and approved by ALL appropriate parties. Complete the following information, route release to appropriate individuals within your BU for review/approval, then forward to BU Communication Lead for additional review/processing.

Key Communication Objective	Announce new CCRP location in Birmingham, AL			
Subject/Topic	Weathertech's first refrigeration location opens in Birmingham, AL			
Proposed Release Date	04/16/2008			
Distribution	Issue release to:	Check all that apply		
	National media			
	Regional media			
	Wire service(s)			
	Trade press	X		
	Cybercool			
	Carrier.com			
	Other:			
Additional Comments:				
BU Approvals List names/contact numbers of person(s) who reviewed/approved the release.	Name	Dept.	Date Approved	Contact Number
	Syndine St. John	BU Com Lead (required)	4-3-08	860-284-3945
	Pat Rao	Legal (required)	4-9-08	315-432-7457
		Finance		
	Amber Thousand	Marketing	04/02/08	315-432-6508
		Human Resources		
		Executive Management		
	Mike Grigsby	Other: Weathertech	03/28/08	205-747-8085
Carrier WHQ Approvals List names/contact numbers of person(s) who reviewed/approved the release.	Name	Dept.	Date Approved	Contact Number
	Gia Oei	WHQ Com	04/11/08	
		WHQ Legal		
		Other:		
		Other:		
	Other:			