

Press Release

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ADDITIONAL INFORMATION:

Jennifer Peterson
717-823-6939
Fax 717-431-9683
jennifer@wavelengthb2b.com

Midea Air Conditioning Group Selects Wavelength B2B for U.S. Brand Development

Chinese Manufacturer Turns to Experienced HVAC Brand Marketers

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm headquartered in Lancaster (PA) was selected by Midea Group, the leading Chinese manufacturer of heating, air conditioning and cooling products, to develop the company's U.S. brand identity.

Midea Group, parent company of [Midea Air Conditioning](#), will increase U.S. sales using customer acquisition and account penetration strategies. Midea identified Americanizing its brand as a top priority, essential to the brand's acceptance and success. Wavelength will work directly with both Midea's U.S. team and with Midea's Shunde-based marketing department (Guangdong Province).

Midea tapped Wavelength due to its experience in HVAC equipment marketing. The company's team has developed effective marketing programs for [Fujitsu General America](#), York International (now Johnson Controls), Luxaire, Coleman and Burnham.

To learn more about Wavelength B2B, visit www.wavelengthb2b.com.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.