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AMERICAN WATER HEATERS LAUNCHES YEAR-LONG BASEBALL PROGRAM

Ashland City, Tenn. (March 4, 2007)—American Water Heaters today introduced a baseball-themed marketing program, designed to raise brand awareness and educate customers about product offerings. The multi-faceted program offers distributors and contractors access to a favorite national pastime while learning about American's commitment to reliable water heating products.

"The program offers our distributor and contracting partners a unique way to engage with the American brand," said Jason Rowell, American Brand Manager. "We want to equip our customers with full marketing support, and reward them for choosing American."

To formally kick off the program, American ran a full page advertisement in Athlon Sports' Baseball preview magazine.

Additional program components include regular "Diamond Update" newsletters providing new product information; countertop handbooks containing baseball schedules and rosters; and an interactive web portal featuring a fantasy league baseball contest. Suite and hospitality events at baseball parks across the country will also offer customers an opportunity to interact with American brand representatives.

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American Water Heaters believes the program will encourage enthusiasm and support for product offerings while repeatedly reaching the extended customer base.

“The integrated approach will be key in reaching our customers with multiple touch-points,” said Rowell. “I look forward to seeing customer response to the program, as well as the program’s impact on sales.”

To learn more about opportunities within American’s baseball program, please visit www.americanwaterheater.com.

About American Water Heaters

Headquartered in Tennessee, American Water Heaters is proud to offer a full line of residential and commercial water heating products. American is committed to being a reliable partner by providing well-built products and superior service. For more information, please visit <http://www.americanwaterheater.com/>.

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