



# ★ NEWS RELEASE ★

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## **OPENING DAY MARKS THE OFFICIAL KICK OFF OF THE AMERICAN WATER HEATERS BASEBALL MARKETING PROGRAM**

**Ashland City, Tenn. (April 7, 2007)**—Opening day is the day baseball fans and American Water Heaters have been waiting five months for. It marks the beginning of another season of America's favorite pastime, and America's favorite water heaters are on deck with a baseball-themed marketing program.

The program, which will consist of 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, is designed to showcase the parallel between America's most beloved sport and American's quality products.

There will also be suite and hospitality events at parks across the country throughout the season which will offer customers an opportunity to interact with American brand representatives. Recently a group with American attended the home opener of the Milwaukee Brewers and enjoyed the new marketing program firsthand.

"The baseball-themed marketing program has really invigorated our staff and our customers, and it's been such a good fit, providing everything from community

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involvement opportunities to a baseball fantasy league,” said Jason Rowell, American Brand Manager. “We are confident this program will have a positive impact on the American brand and its customers.”

To learn more about opportunities within American’s baseball program, please visit [www.americanwaterheater.com](http://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/>.

***Rely on American.***

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