



PRODUCT RELEASE

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Rheem Launches Full Line of Eco-Friendly, Ultra Low NO_x Residential Water Heaters

Spanning a wide variety of tank sizes, BTU inputs and warranties, new line features patented stainless steel burner that cuts emissions by 75%.

MONTGOMERY, ALABAMA (OCTOBER 17, 2007) — Rheem Water Heating has unveiled a complete, 18-model lineup of ultra low NO_x residential gas water heaters, featuring a newly developed and patented stainless steel radiant burner that slashes emissions to 10 nanograms per Joule, a 75% reduction from previous low NO_x models. All of the new products fully comply with Southern California's SCAQMD (South Coast Air Quality Management District) Rule 1121, which limits the level of nitrogen-oxide (NO_x) emissions by residential gas-fired water heaters.

The new Rheem Ultra Low NO_x Natural Gas Water Heater line is available in three different series:

- **Fury**, offering a six-year limited tank and parts warranty;
- **Professional**, eight-year warranty; and
- **Imperial**, 10-year warranty.



The new Ultra Low NO_x water heater line encompasses an 18-model lineup with warranties from six to 10 years

Rheem Ultra Low NOx Natural Gas Water Heaters, continued

Tank sizes in each of the series range from 28 to 50 gallons, including tall and short models, with gas inputs of 30,000 to 40,000 BTU per hour. Each of the three series includes high-efficiency (HE) models that couple high performance and lowest operating cost. With an Energy Factor of 0.62, these HE models qualify for most gas utility incentive programs.

The new Ultra Low NOx line joins Rheem's existing tankless and solar offerings to form the most comprehensive lineup of green water-heating solutions available today, notes Rheem Wholesale Market Manager Alan Cape. "We want to make it easier than ever for contractors, builders and remodelers to offer their customers an energy-efficient, eco-friendly water heating solution," says Cape, "whether the application is new construction or replacement."

Key Features: The new Rheem Ultra Low NOx line offers a number of important features with benefits that separate it from other residential, gas-fired, tank-type water heaters:

- Environmentally-friendly burner: A Rheem exclusive, the patented ultra low NOx radiant burner is not "off-the-shelf" technology, but an entirely new gas burner developed by Rheem to maximize performance while minimizing NOx emissions. Constructed of 100% high-grade stainless steel, the burner is virtually impervious to scale and mineral buildup for the life of the water heater. Its breakthrough side port design promotes even flame distribution and optimum heat transfer.
- Guardian FVIR System: First unveiled by Rheem in July 2003, the proprietary Guardian Flammable Vapor Ignition Resistance System incorporates an exclusive air and fuel shutoff mechanism that shuts the water heater down quickly and safely should vapors ignite within the combustion chamber. In addition, the Rheem Guardian System is maintenance-free, with no filters to clean – ever.
- Special, patented anode design features a resistor to maximize tank protection from potential corrosion.



The patented stainless steel burner features a side port design that promotes even flame distribution and optimum heat transfer.

Rheem Ultra Low NOx Natural Gas Water Heaters, continued

- EverKleen™ Self-Cleaning System fights harmful sediment buildup with a high-velocity, spiraling water stream that helps keep minerals and other particulates in suspension, rather than settling to the bottom of the water heater's storage tank. This patented system boosts operating efficiency, saving energy and money, while helping to extend the life of the water heater.

All models in the Rheem Ultra Low NOx line are high-altitude-compliant, certified for applications up to 10,200 feet above sea level. The line also meets or exceeds National Appliance Energy Conservation Act (NAECA) requirements. For more information, call toll-free at 800-621-5622.

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<http://www.LNCmail.com/pr/rh0737-lownox.html>

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RHEEM MANUFACTURING COMPANY, headquartered in Atlanta, is a leading worldwide provider of total comfort systems including water heaters, heating and air conditioning equipment, pool and spa heaters, and boilers. Rheem Water Heating, which produces tank-type, tankless and solar units for residential and commercial applications, maintains manufacturing operations in Montgomery and Eagan, Minnesota, as well as two facilities in Mexico: Nuevo Laredo and Mexicali. The division also operates a Canadian sales and distribution facility in Hamilton, Ontario.

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