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Ohio Contractor Wins GMC Sierra 4x4 Pickup In Rheem Tankless Dream Truck Sweepstakes

MONTGOMERY, ALABAMA (MARCH 13, 2007)
— Rheem Tankless Water Heaters recently concluded its first-ever Rheem Dream Truck Sweepstakes by awarding a new GMC Sierra 1500 4X4 pickup truck to contractor Ken King of King Backflow Prevention Inc. in Rocky River, Ohio. Another 140 plumbers and HVAC installers also received valuable prizes in the form of assorted hand-tool products from Stanley Tools, the third partner in the national promotion.



**CONTRACTOR KEN KING WITH THE TOP PRIZE
IN THE RHEEM DREAM TRUCK SWEEPSTAKES.**

Designed to boost awareness of the Rheem line of residential and commercial tankless water heaters, the Dream Truck Sweepstakes attracted approximately 8,000 contractor-registrants during a 16-week period last summer and fall. Registration was done entirely online, with contractors entering the promotion by visiting the official website of the sweepstakes, RheemDreamTruck.com.

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Rheem Dream Truck Sweepstakes, continued

“I was absolutely thrilled to win the truck – what a beautiful vehicle,” says King. “Thanks to Rheem and this promotion, I’m going to be able to hire another plumber for my business. Of course, he gets my old SUV, while I’m driving the new truck!”

“The ‘Dream Truck’ promotion was a great opportunity to raise the profile of the Rheem tankless brand to the installer base – plumbing as well as heating and air conditioning,” comments Jack Banker, Manager of Tankless Sales at Rheem. “Our tie in-with GMC Trucks and Stanley Tool was a natural fit, because we are all ‘professional-grade’ brands for the construction industry.”

“It is such a great brand-building opportunity for Rheem Tankless when two important brands like GMC and Stanley want to be you’re promotional partners,” adds Laura Butler, Manager of Marketing Communications at Rheem Water Heating. “On behalf of everyone at Rheem, we’d like to say: ‘Congratulations, Ken, and have a great time driving your new truck!’”

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NOTE: Publication-quality photograph of the image shown in this press release as well as others can be downloaded at the following location on the web:

<http://www.LNCmail.com/pr/rh0738-dream.html>

When the image appears, right-click on image to download. Then convert the saved image to the proper resolution for your publication.

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.