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NEW “SUSTAINABLE BATH AWARD” FROM NKBA RECOGNIZES THE SMARTER DESIGNER

*Sponsored by Rheem Water Heating, newly renamed award recognizes
smart hot water use and all sustainable design possibilities for the bath*

HACKETTSTOWN, NEW JERSEY, AND MONTGOMERY, ALABAMA (JUNE 17, 2008) — Innovative approaches to water and energy savings in the bath will be honored with a new “Best Sustainable Bath Award” category in the 2009 NKBA Design Competition, hosted annually by the National Kitchen & Bath Association.

Formerly named the “Smartest Hot Water Award” in its 2008 competition debut, the new award goes beyond hot water delivery to recognize the expanding array of sustainable solutions being applied in today’s new and remodeled bathrooms. Designers entering any of the competition’s bathroom design categories will be invited to submit additional information demonstrating how they maximized both comfort and resource efficiency.

The winner of the “Sustainable Bath Award” will receive a \$5,000 award and be recognized at the NKBA Design Competition Awards Ceremony during the 2009 Kitchen/Bath Industry Show (K/BIS) in Atlanta, which will be held from April 30 to May 3, 2009 at the Georgia World Congress Center.

“We’re very pleased to sponsor this innovative design category, and applaud the NKBA’s desire to expand its scope for 2009 to accommodate the growing range of sustainable design elements and product applications,” comments Bob Hitchner, Director of Rheem Tankless Sales.

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“The National Kitchen & Bath Association is proud to have Rheem sponsor the Best Sustainable Bath Award in the 2009 NKBA Design Competition,” said 2008 NKBA President Sara Ann Busby, CKD, “The NKBA is committed to promoting the use of environmentally responsible design practices, and this award category will not only recognize those designers who have expertly implemented sustainability into their work, but will also increase awareness of the importance of green products and procedures.”

An Industry Institution

In its 37th year, the NKBA Design Competition is open to NKBA members, celebrating their design skills in planning safe, functional, and personalized spaces. The 2008 competition received a record number of entries—nearly 600 projects from across the United States and Canada. A panel of NKBA-certified designers evaluates each project using five key criteria: visual appeal, creativity, elements and principles of design, presentation, and safety and ergonomics.

The “Best Sustainable Bath Award” expands upon these with recognition for elements that appeal to consumer interest in green design and living, as well as an appreciation of the hot water products that make the fully appointed, sustainable bathroom possible. The 2009 Call for Entries will be announced by the NKBA later this summer. For more information, visit NKBA.org.

About the National Kitchen & Bath Association

The National Kitchen & Bath Association (NKBA) is a non-profit trade association that owns the Kitchen/Bath Industry Show & Conference (K/BIS®). With over 40,000 members, the NKBA has educated and led the kitchen and bath industry for 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry. For more information, please visit the NKBA Press Room at www.nkba.org/press or call (800) THE-NKBA.

About Rheem Manufacturing Company

Rheem Manufacturing Company (www.rheem.com) is a privately held company with headquarters in Atlanta, Ga. In its 81st year of operation, the company manufactures a full-line of high-quality residential and commercial heating and cooling systems, water heaters, swimming pool heaters and commercial boilers throughout North America and world markets. The premium brands of Rheem Manufacturing Company include Ruud, Raypak and Rheem. Rheem Manufacturing Company is the major associate sponsor of Richard Childress Racing and the No. 29 team driven by Kevin Harvick, 2007 Daytona 500 Champion, 2007 Craftsman Truck Series Champion and 2006 Busch Series Champion. Rheem is also the primary sponsor of Kevin Harvick Inc.’s No. 33 and No. 77 car for four high-profile Nationwide Series races in 2008.

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