

NEWS RELEASE



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Rheem Tankless Top Choice for Large Regional Builders

Brand finishes first in Home Builder Executive magazine's "Category Survey," with 43% of builder-participants indicating they use Rheem Tankless

MONTGOMERY, ALABAMA (FEB. 19, 2008) – Rheem finished a strong first in a recent reader survey conducted by Home Builder Executive magazine (HBE) this past fall. The research sought to assess "builders' partnership" levels with key vendors in various major product categories, including tankless water heaters.

Participants were "purchasing executives at the nation's leading regional home builders" who responded to the question:

"Which suppliers/brands do you currently use in your homes this year?"

In the "Tankless Water Heaters" category, 43% of the respondents indicated Rheem, with the nearest competitor attracting 34%, followed by a third at 15% and several others in single digits. According to the magazine, responses were weighted, based on the purchasing power of participating builders.

"Rheem is very pleased with the first-place finish," says Bob Hitchner, Director of Rheem Tankless Sales, based in Montgomery. "Our showing is a testament to the continuing strength of the Rheem brand among leading builders across the United States, and to the work of our sales and marketing team on behalf of the rapidly emerging tankless category. All of us are working hard to boost not only our position among builders, but also their overall demand for tankless products."



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Rheem Tankless Top Choice for Regional Builders, *add one*

In their announcement of the survey's results, HBE editors pointed out that "survey is not a market-share analysis; rather, it gauges builders' partnerships in each [product] category."

About Rheem Manufacturing Company

Rheem Manufacturing Company (www.rheem.com) is a privately held company with headquarters in Atlanta. In its 81st year of operation, the company manufactures a full-line of high-quality residential and commercial heating, cooling, water heating, swimming pool and spa heaters; as well as a line of commercial boilers. Rheem has a vast global distribution network, including one of North America's largest sales and service support organizations. The company's premium brands include Rheem, Ruud, and Raypak. Rheem has been consistently recognized by leading independent consumer magazines for quality, value, and reliability.

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

<http://www.LNCmail.com/pr/rh0832-hbe.html>

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