

# NEWS RELEASE



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## **Rheem Extends RCR Sponsorship Agreement Through 2009** *Leading Heating, Cooling, and Water Heating Company* *Renews Sponsorship of Championship Team and Driver*

**ATLANTA (FEB. 1, 2008)** – Rheem Manufacturing Company announced today the extension of its sponsorship agreement with Richard Childress Racing® (RCR) for the 2008 and 2009 Sprint Cup® seasons. Rheem will continue as the major associate sponsor of RCR's No. 29 car, driven by 2007 Daytona 500 Champion Kevin Harvick.

“Rheem is a growing, action-oriented company and a leader in its business categories, and we are very pleased that during our inaugural sponsorship year we found RCR to share our passion for quality, professionalism, and will to win. We are extremely happy to partner with Richard Childress and his entire organization. We and our worldwide distribution partners are excited to be taking this valuable sponsorship forward,” said Rheem Manufacturing Company CEO, Stewart Farwell.

Rheem continues its major associate sponsorship, which began in 2007, as a way to increase brand awareness of its Rheem and Ruud product brands as well as to provide valuable promotional support to its expansive network of independent contractors. The Rheem and Ruud brand logos will be alternately featured on the rear quarter-panels of the No. 29 car in all Sprint Cup races.

“It’s an honor to continue the relationship with Rheem as a sponsor partner of Richard Childress Racing,” said Richard Childress, president and CEO of Richard Childress Racing. “Rheem provides my businesses and personal properties with the most efficient and reliable sources of heating, air conditioning, and water heating products on the market. Rheem products provide dependable comfort in both cold times like now and the heat of summer.”

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## **2 – Rheem Manufacturing Renews RCR Sponsorship**

JR Jones, Rheem President and COO characterized customer response to the Rheem sponsorship of RCR's 29 car as "absolutely unprecedented." Jones said, "The tremendously positive response shows our customers' appreciation of the powerful push this program gives to their business and our brands. Rheem continues to look for creative ways to raise awareness of our broad line of high-quality, energy-efficient and innovative commercial and home comfort products to global markets. Our association with Richard Childress, Kevin Harvick, Shell-Pennzoil and the wide array of quality companies and brands that sponsor RCR drivers and teams has been nothing short of gratifying for all of us at Rheem. We're looking forward to many more successful years working with RCR and their sponsor family."

RCR is a legendary racing leader that has earned more than 170 victories and 11 NASCAR Championships. Kevin Harvick finished 10th in the NEXTEL<sup>®</sup> Cup Series in 2007 and was recently recognized for the most memorable Daytona 500 race finish in the 49-year history of NASCAR's<sup>®</sup> signature event. Harvick is also a two-time Nationwide<sup>®</sup> Series champion and the winner of 2007 Owner's championship for the 2007 Craftsman Truck Series<sup>®</sup>.

"I'm excited that Rheem had decided to continue their relationship with Richard Childress Racing and the No. 29 team," said Harvick, the 2007 Daytona 500 winner. "Rheem is a top-rated company with high quality products, a determination to continuously improve and a drive to compete to win, and that is exactly the type of sponsors we look for at RCR."

### **About Rheem Manufacturing Company**

Rheem Manufacturing Company ([www.rheem.com](http://www.rheem.com)) is a privately held company with headquarters in Atlanta. In its 81<sup>st</sup> 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.

### **About Richard Childress Racing**

Richard Childress Racing ([www.rcrracing.com](http://www.rcrracing.com)) has earned more than 170 victories and 11 NASCAR<sup>®</sup> championships, including six in the Sprint<sup>®</sup> Cup Series with the legendary Dale Earnhardt. It was the first organization to win championships in the Sprint Cup Series, Nationwide<sup>®</sup> Series and Truck Series. Its 2007 Sprint Cup Series lineup includes Clint Bowyer (No. 07 Jack Daniel's), Kevin Harvick (No. 29 Shell) and Jeff Burton (No. 31 Cingular Wireless). Its Busch Series lineup includes Clint Bowyer (No. 2 BB&T), Harvick and Timothy Peters (No. 21 AutoZone) and Burton and Scott Wimmer (No. 29 Holiday Inn).

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