

NEWS RELEASE



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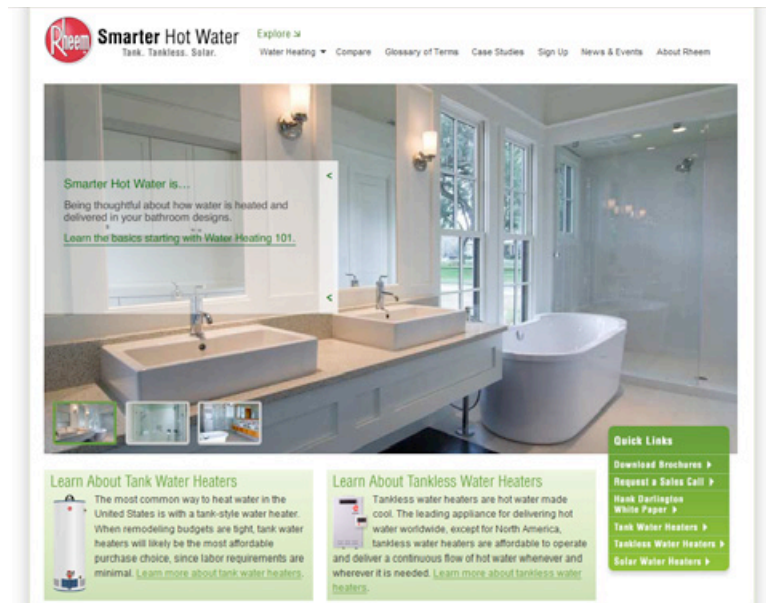
NEW WEBSITE HEATS UP DEBATE ON WATER HEATERS: IS TANK OR TANKLESS BETTER?

Created for professionals, SmarterHotWater.com advocates thoughtful choices for new and remodeled bathrooms

CHICAGO (APRIL 11, 2008) — When it comes to tankless water heaters, it's the questions that are endless. A new website launching today is the first to provide straight talk on tankless vs. tank water heaters, aimed at helping construction professionals advise their customers which system is best for different circumstances.

SmarterHotWater.com is a product of Rheem Water Heating, the only U.S. manufacturer of both tank and tankless water heaters, as well as a provider of solar systems.

“Being water-heater agnostic makes Rheem a credible resource to help professionals sort out the claims and counterclaims about tank and tankless water heaters,” said Bob Hitchner, Director of Rheem Tankless Sales, based in Montgomery. “We designed SmarterHotWater.com so professionals could feel confident in their ability to recommend the best solution based on performance, project budget and long-term operating costs.”



**STRAIGHT TALK ON TANKLESS VS. TANK WATER HEATERS,
AIMED AT HELPING CONSTRUCTION PROFESSIONALS
ADVISE THEIR CUSTOMERS WHICH SYSTEM IS BEST
FOR DIFFERENT CIRCUMSTANCES.**

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Throughout the site and in a downloadable chart, Rheem summarizes some of the differences:

- **Product Cost:** Tank water heaters typically range in cost from \$350 to \$550, while tankless water heaters are roughly double that amount.
- **Operating Cost:** Average annual operating costs for tank water heaters are in the \$230 to \$285 range. Average annual operating costs for tankless water heaters are about half of that, at \$165 to \$170.
- **Installation Cost:** In new construction, installing any type of water heater includes running fuel lines or electrical connections and allowing for adequate venting, so there is little difference in costs between a tankless water and a tank water heater. In remodeling, however, it will cost more to replace a tank water heater with a tankless unit. Installed costs to replace a tank water heater with a tankless unit are typically between \$1,200 and \$3,000, compared with a range of \$500 to \$800 to replace a tank with another tank.
- **Size:** Tank water heaters are typically four to six feet in height, and up to two and a half feet in diameter. Because of their size, tank water heaters are usually located in the garage or basement, which sometimes places the hot water far from the point of use. Tankless water heaters, about the size of a medicine cabinet, can be wall-mounted indoors or even outdoors.
- **Experience:** Tankless water heaters never run out of hot water. A properly sized unit allows for use of multiple fixtures and appliances at the same time. Tankless is especially ideal for luxury spa bathrooms, where one large whirlpool tub can empty a 40-gallon tank-type water heater before the tub is even filled.

Long the standard mode of water heating in Europe and Asia, tankless water heaters have captured the imagination of Americans looking to defray rising energy costs, as well as those concerned about having enough hot water for today's luxury bathrooms and busy lifestyles. While the site is open for all, including homeowners, Rheem offers a white paper and bi-monthly newsletter that is strictly limited to professionals. For more information, visit www.smarterhotwater.com.

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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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/rh0884-microsite.html>

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