

NEWS RELEASE



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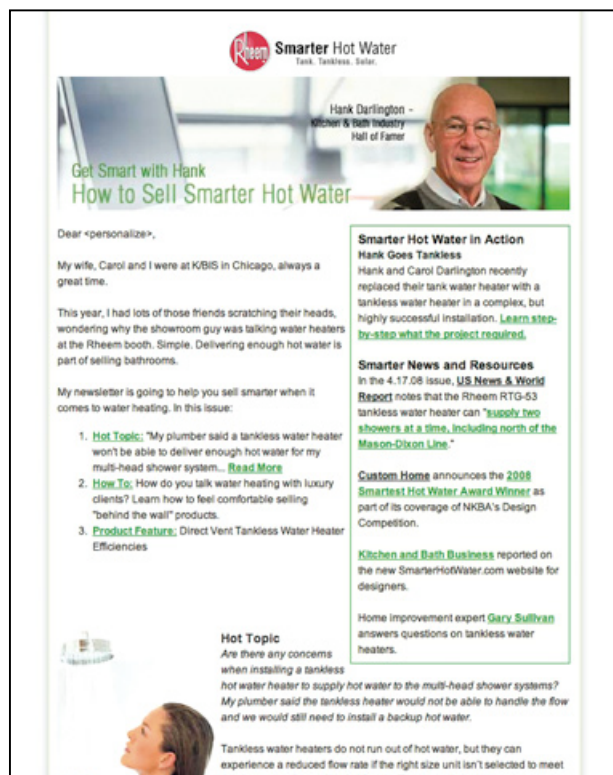
NEW E-NEWSLETTER HELPS DESIGN PROS DELIVER MORE EFFECTIVE HOT-WATER SOLUTIONS FOR THE BATH

***“How to Sell Smarter Hot Water,”** featuring industry veteran Hank Darlington, now available free of charge to designers, showroom personnel and contractors*

MONTGOMERY, ALABAMA (AUGUST 27, 2008) — Bath design, showroom sales and other trade professionals have a new tool for sharpening their skills at identifying the correct hot-water solution for a project, based on desired performance, budget and operating costs.

Rheem Water Heating has launched a new bimonthly electronic newsletter, “How to Sell Smarter Hot Water,” available free of charge to designers, showroom consultants, builder and remodeler sales people, kitchen and bath dealers, plumbing contractors — in short, anyone in the business of designing, building and equipping modern bathrooms, including the water heating systems behind the fixtures and fittings.

Teacher, speaker, author and showroom expert Hank Darlington serves as chief consultant to “How to Sell Smarter Hot Water.” Not only is he a regular contributor, but he will also advise Rheem on the types of articles and tips that would help trade professionals boost their hot-water expertise. A 2004 inductee into the Kitchen & Bath Industry Hall of Fame, Darlington is the former owner and operator of The Plumbery, a \$10 million-a-year bath and kitchen showroom business in Sacramento, Calif.



“How to Sell Smarter Hot Water” E-Newsletter: To subscribe, visit <http://www.smarterhotwater.com/newsletter>

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The popular instructor and consultant is also among the founding members of the Decorative Plumbing and Hardware Association, and a long-time active supporter of the National Kitchen & Bath Association.

“The key to any new luxury bath is the quality of the hot-water system that feeds the fixtures and faucets,” wrote Darlington in the inaugural issue of “How to Sell Smarter Hot Water” in July. “To bring home a profitable sale, insure happy clients, and meet your personal standards for sustainable design, I invite you to join me ‘behind the wall.’”

The newsletter takes a practical, insider’s approach to important issues and challenges that designers, consultants and installers routinely encounter. Each issue contains:

- Tips from Hank – How to Sell Smarter Hot Water;
- Hot Topic – Your Water Heating Questions Answered;
- Hot Product – Tank, Tankless and Solar Water Heaters Explained;
- Smarter Hot Water in Action – Your Peers’ Success Stories.

The e-newsletter also strives for a balanced view of various, often-competitive hot-water technologies, particularly tank-type versus tankless water heaters. This stance echoes that of the new SmarterHotWater.com microsite, which was launched in April 2008. The microsite is also sponsored by Rheem Water Heating, the only U.S. manufacturer of tank, tankless and solar water heating systems for residential and commercial applications.

Although SmarterHotWater.com is open to all, including homeowners looking to build a new bathroom or renovate an existing space, the bimonthly e-newsletter is limited strictly to trade professionals. A free white paper written by Darlington, “Why Selling Smarter Hot Water Is Key to Customer Satisfaction,” is available to all eligible trades people who register for the e-newsletter. Sign up online at:

<http://www.smarterhotwater.com/newsletter>

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



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HANK DARLINGTON

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.

NOTE 1: 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/pr08/rh0777/newsletter.html>