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RHEEM NAMES MIKE BARNES DIRECTOR OF RESIDENTIAL NATIONAL ACCOUNTS

ATLANTA (SEPTEMBER 3, 2008) — Rheem Manufacturing Company senior vice president and chief operating officer Chris Peel recently announced the promotion of Mike Barnes to director of residential national accounts. This new position reflects the company's drive to service the builder community, an audience critical to Rheem.

Barnes, who will report to Peel, will identify future trends in the building industry by working closely with builders, Rheem product development and the sales team. In his new role, Barnes will also continue to manage the national account specialist team that covers the new-home construction market.

"Based on the 'one Rheem' vision, which is designed to leverage synergies between the Heating & Cooling and Water Heating divisions, Mike will work to coordinate a collaborative effort to benefit both new and existing national accounts customers," said Peel. "Such a strategy will position Rheem to capitalize on new-home construction growth as the market rebounds. Mike's thorough understanding of the residential market, developed during his 30-year career with Rheem, will allow us to anticipate future market trends and key customer needs more effectively," Peel added.



**MIKE BARNES
DIRECTOR OF RESIDENTIAL
NATIONAL ACCOUNTS**

During his tenure at Rheem, Barnes has served as Rheem Parts manager, Ruud Southeast region manager and, most recently, national accounts manager for the Heating & Cooling Division, where he was responsible for providing sales and marketing support to the new-home construction market.

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Barnes holds a bachelor's degree from the University of Alabama at Birmingham. He is also a member of the International Home Builders Association (IHBA), Energy & Environmental Builder Association (EEBA), Air Conditioning Contractors of America (ACCA), and the American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE). He is a Certified Indoor Environmentalist.

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 and cooling systems, tank and tankless water heaters, swimming pool heaters and commercial boilers throughout North America and world markets. The premium brands of Rheem Manufacturing Company include Raypak, Ruud and Rheem. Rheem Manufacturing Company is the official heating, cooling and water heating supplier to Richard Childress Racing and Kevin Harvick Inc. as well as the major associate sponsor of the No. 29 Sprint Cup® car 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 cars in Nationwide® Series and sponsor of KHI's 2 and 33 entries in The Craftsman Truck Series.

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/pr08/rh0877/barnes.html>

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