

# NEWS RELEASE



Rheem Water Heating • 101 Bell Road • Montgomery, AL 36117-4305 • [www.rheem.com](http://www.rheem.com)

**For more information, please contact:**

Laura Butler, Communications Manager  
Rheem Manufacturing Company  
[laura.butler@rheem.com](mailto:laura.butler@rheem.com)

John O'Reilly, President  
LNC Communications  
815.469.9100, ext. 302  
[John@LNCmail.com](mailto:John@LNCmail.com)

## RHEEM OFFERS AFFORDABLE LINE OF ENERGY STAR® TANK WATER HEATERS

*Rheem Atmospheric, Power Vent and Ultra-Low NOx models provide eco-friendly operation and energy-savings, without the sticker shock.*

**ATLANTA, GEORGIA (MAY 1, 2009)** — When it comes to building or remodeling a kitchen or bath, homeowners typically seek fashionable, smart and even luxurious features. However, in the current economy, there's a growing demand for more value for your money. The majority of homeowners now place a high premium on investments that protect the environment as well as their savings.

In fact, 80 percent of homeowners are concerned about energy efficiency in their homes, according to a recent survey conducted by the Opinion Research Corporation. And 70 percent of those individuals are also concerned about hanging onto the green in their wallets.

Rheem ENERGY STAR® water heaters deliver the reliability homeowners demand from a critical home appliance, along with an affordable installation and long-term energy cost savings. That's important, because water heating is the second-largest energy user in the home, according to the U.S. Department of Energy (DOE). Households typically spend between \$400-\$600 per year for hot water.

Nothing adds more value to a kitchen or bath project than Rheem's reliable and affordable water heating solutions.



Tank-type water heaters that comply with ENERGY STAR criteria offer substantial savings in fuel costs over conventional models.

The DOE estimates that 27 million American homes currently use a tank-type water heater that is more than 10 years old. It makes sense to replace an aging water heater. Recent technological advances include better insulation, more efficient burners with lower emissions and faster “recovery” after periods of heavy hot-water usage.

In January 2009, the DOE set ENERGY STAR criteria for five residential water heating categories, including high-performance gas storage models. Any gas storage unit carrying the ENERGY STAR label must meet the following specifications:

- a minimum Energy Factor (EF) of 0.62;
- a minimum First-Hour Rating requirement of 67 gallons-per-hour;
- a minimum six-year limited warranty; and
- compliance with ANSI Z21.10.1/CSA 4.1.

Rheem Manufacturing Company is an ENERGY STAR® partner, offering compliant tank-type water heaters — atmospheric, power vent and ultra-low NOx — that not only substantially lower fuel costs over conventional models, but also give homeowners the opportunity to feel good about their water heating choice.

“Installing ENERGY STAR gas storage water heaters can play an important role in helping homeowners achieve their kitchen and bath dreams,” says Peter Reynolds, vice president and general manager of the Rheem Water Heating Division. “Coupled with an affordable price tag and much lower installation costs, ENERGY STAR water heaters are a smart investment.”

If everyone planning to replace a standard gas water heater this year chose an ENERGY STAR-compliant gas storage water heater instead, the DOE says we could prevent one billion pounds of carbon dioxide from entering the atmosphere — “the equivalent of creating 132,000 acres of forest”. See:

[http://www.energystar.gov/index.cfm?c=gas\\_storage.pr\\_savings\\_benefits](http://www.energystar.gov/index.cfm?c=gas_storage.pr_savings_benefits)

**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/pr09/rh0920/energystar-tank.html>

### **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 82nd year of operation, the company manufactures a full-line of high-quality residential and commercial heating and cooling systems; tank, tankless and solar 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.