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AMERICAN WATER HEATERS BASEBALL MARKETING PROGRAM A HOMERUN

Baseball Program to Continue Through 2009

ASHLAND CITY, Tenn. (March 16, 2009) – The baseball-themed marketing program initiated by American Water Heaters last year has proven to be so successful that it will continue through 2009. The program was designed for distributors and contractors to raise brand awareness and educate customers about product offerings.

This year's program will offer many of the same opportunities as last year, including a regular "Diamond Update" newsletter with new product information and countertop handbooks containing baseball schedules and rosters.

Also similar to last year, there will be suite and hospitality events at baseball parks across the country. These game-day events offer customers valuable time spent with American brand representatives. This year attendees of each suite event will receive a special VIP opportunity such as watching the MLB teams' batting practice or a behind-the-scenes tour of the ballpark. American Water Heaters hopes that by offering these incredible experiences, they are able to continue to drive home the message of reliable water heater products.

"We were so pleased with the participation we had in last year's baseball program that we knew it was the right thing to do again this year," said David Chisolm, Brand Manager for American Water Heaters. "Continuing this program for 2009 means we will continue to increase our customer base and our sales, and I'm happy to use America's favorite pastime as a means to do so."

To learn more about opportunities within American's baseball program, please visit www.americanwaterheater.com.

About American Water Heaters

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Headquartered in Tennessee, American Water Heaters is proud to offer a full line of residential and commercial water heating products. American is committed to being a reliable partner by providing well-built products and superior service. For more information, please visit <http://www.americanwaterheater.com/>.

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