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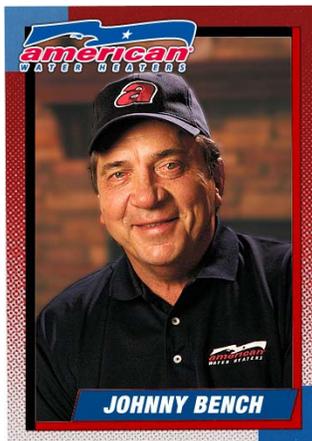
FOR IMMEDIATE RELEASE

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JOHNNY BENCH TO PROMOTE AMERICAN WATER HEATERS POLARIS AT PHCC INDUSTRY TRADE SHOW

Former Cincinnati Reds' Catcher Knows Benefits of Polaris First-Hand

ASHLAND CITY, Tenn. (April 20, 2009) – American Water Heaters will welcome Hall of Famer Johnny Bench, former catcher for the Cincinnati Reds at the 34th Annual Southern California Plumbing, Heating and Cooling Tradeshow in Long Beach, Calif., on Saturday, May 16. The tradeshow will be presented by the Plumbing, Heating and Cooling Contractors Association (PHCC) of the Greater Los Angeles Area.



Bench will be at the American Water Heaters booth # 721 from 11 a.m. to 1 p.m. promoting the Polaris water heater from American Water Heaters. Bench recently had the Polaris water heater installed in his Palm Springs home and knows its benefits first-hand. Bench reports the Polaris has efficiently met his family's hot water needs, and the unit has been easy to service with its self-diagnostic control that automatically monitors all critical functions and indicates the status of those functions.

The Polaris has a stainless steel, corrosion-resistant tank and heat exchanger that provide an extended lifespan. The unit is 96 percent efficient and produces low nitrous oxide (NOx) emissions while providing even heat distribution through uniform combustion.

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The tradeshow will take place from 9:00 a.m. – 4:00 p.m. at the Long Beach Convention Center. Visitors are encouraged to attend educational seminars taking place throughout the day, as well as the PHCC-California Apprenticeship Contest from 7:30 a.m. – 3:00 p.m. For more information on the tradeshow, registration information or a list of exhibitors, visit www.phccglaa.org/tradeshow/index.htm .

About PHCC National Association:

PHCC has been an advocate for plumbing, heating and cooling contractors since 1883. As the oldest trade organization in the construction industry, approximately 4,000 business owners employing 72,000 technician members nationwide put their faith in the association's efforts to lobby local, state and federal government, provide forums for networking and educational programs, and to deliver the highest quality of products and services.

About American Water Heaters

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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