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CONTACT:

Noritz America Corp.
Marketing Department
Phone: (866) 766-7489
Fax: (714) 241-1514
11160 Grace Avenue
Fountain Valley, CA 92708
www.noritz.com



Noritz America Corporation Launches TV Commercial Nationwide on CNN

FOUNTAIN VALLEY, Calif., January 21, 2008- Noritz America, the leader in tankless technology, will debut a national television advertising campaign today on CNN and CNN Headline News to support their complete line of energy-efficient tankless water heaters.

Last year Noritz aired its first TV commercial on a limited cable and satellite network featuring a tank water heater named "Tankie" who "Gets Noritz'd" by a Noritz tankless water heater because of its lack-luster performance. Due to the campaign's huge success, Noritz is now airing this TV commercial on a much larger network to further reach our target end users. The "Get Noritz'd" TV commercial will now be airing on CNN Network. "We feel that CNN is best fit to reach our target customers, letting the viewers know Noritz is the brand of choice when it comes to tankless water heaters," explain Yoshi Asano, Noritz Senior Marketing Manager.

As this being an election year, it is worth noting that CNN/HDLN will be a high profile media outlet in 2008. With CNN's gross impression of over 160 million viewers, as well as reaching some viewers in Canada, Noritz is expecting a very high response rate to be generated by this campaign. Viewers will be encouraged to visit our website where they can learn more about our products as well as finding available local utility rebates in their areas.

The Noritz TV commercial is scheduled to air Monday-Sunday, with spots airing in the morning and also in the evening during Anderson Cooper 360⁰. You can view our TV commercial at www.noritz.com/professionals



ABOUT NORITZ- Noritz America has been developing and manufacturing the finest gas operated water heating products in the world since 1951 and is the number one manufacturer in the world for tankless technology. Increased environmental awareness, with the conservation of energy and space worldwide, has encouraged Noritz to expand globally.