

NEWS RELEASE



FOR IMMEDIATE RELEASE

State Water Heaters Announces Launch of New Contractor Rewards™ Program

Ashland City, Tenn. (February 5, 2010) - Contractor Rewards™, a new and unique program created by BI - The Business Improvement Company, helps sponsors like State Water Heaters learn more about its contractors. It is a tool used to attract new customers, grow sales of existing products, cross-sell additional products, and introduce new products. Once fully established, State Water Heaters will begin to deliver relevant communications, product information, and promotional offers to plumbers and contractors.

Program sponsors such as State Water Heaters award enrolled contractors reward points for purchasing their products. Those points can then be redeemed for over 20,000 award items.

“Contractor Rewards is an exciting new program that State is helping launch and is designed to improve our connection with contractors,” said Jeff Storie, national manager of contractor marketing at State Water Heaters. “State became a title sponsor in Contractor Rewards because we wanted to be the first to connect with our contractors through this exciting new contractor focused program.”

In order to build a point balance and claim rewards, contractors provide basic information about their business, including the type of work they do and the number of jobs they handle per year. When those contractors purchase State brand water heaters, there will be a uniquely coded bright yellow label on each unit. The contractor simply peels off the label and enters the code online. Contractors can go online to check their point balances, view program information, enter codes from purchased products, and shop for awards using their points.

“By participating in this program, our contractors can build point balances and earn great rewards simply by continuing to purchase the same State brand water heaters they buy today,” said Storie. “They can also build their point balances even faster by trying some of our new products that will be launching in 2010. We expect this program to generate an increased demand for our products at our wholesaler’s locations.”

“We initiated Contractor Rewards for building products manufacturers who sell through the wholesale channel because it can sometimes be difficult to get a voice with the professional tradesmen,” said John Pierson, vice president of BI Coalition Marketing. “My hat's off to State Water Heaters, one of our anchor sponsors. They are true

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visionaries, using this program to differentiate themselves as market leaders and connect with their contractors."

Contractors can enroll online at www.contractorrewards.com or by calling 877-286-7064. Membership in the program is free.

About BI

BI produces measurable results for its customers by moving the people who drive the business. BI designs and executes business improvement programs for large companies nationwide and globally. We use the disciplines of analytics, learning, goal setting, communications, events, awards, and measurement. These tools can be applied in many ways to change the attitudes or behaviors of consumers, sales or distribution channels, or employee groups. The programs are grounded in data analysis and produce returns of up to 400%. BI, founded in 1950, is a privately held company with more than 900 associates located in 28 offices in North America, the UK, Australia, Asia Pacific and the Middle East.

About State Water Heaters

For more than 60 years, State Water Heaters has built dependable, long-lasting water heaters for commercial and residential applications. State remains focused on manufacturing durable products that last longer. For more information, visit www.statewaterheaters.com.

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