News Release

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A. O. SMITH LAUNCHES CONSUMER EDUCATION WEBSITE

Helps Determine What Type Of Water Heater Best Suits Individual Needs

ASHLAND CITY, Tenn. – (February 7, 2008) – In order to better serve consumers, A. O. Smith has launched a website, www.hotwaterfacts.com, to provide support in the selection of water heaters.

Improvements in technology have led to more efficient tank-type units as well as new options for homeowners, including on-demand and hybrid models. The website's goal is to explain these three categories and help consumers decide which option is best suited for their requirements.

"In today's market, water heaters come in different shapes and sizes with numerous capabilities," said David Chisolm, A. O. Smith water heater brand manager. "Whether looking for a water heater that produces back-to-back showers for a large family or one that meets basic hot water demands, hotwaterfacts.com is the perfect tool to help determine which type and size of water heater is the best fit for their individual needs."

The new website offers extensive resources to aid in water heater selection including:

- Hot water volume usage descriptions
- Energy efficiency and savings information
- Space consideration guidelines
- Cost analysis and installation considerations
- Answers to frequently asked questions

About A. O. Smith:

Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company is a leading manufacturer and marketer of residential and commercial water heaters and hydronic boilers. A. O. Smith offers contractors an additional competitive advantage in that the company designs, builds, distributes and field supports the world's broadest and deepest line of residential and commercial water heaters, as well as commercial boilers. This single-source concept simplifies ordering, installation and service and is backed by more than 70 years of research and innovation.

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