



# News Release

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**FOR IMMEDIATE RELEASE**

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## **LIMITED TIME OFFER:**

### **Claim Double Contractor Rewards™ Points with A. O. Smith's New Products**

**ASHLAND CITY, Tenn. (May 4, 2010)** – For a limited time, A. O. Smith Water Products Company ([www.hotwater.com](http://www.hotwater.com)) is doubling the Contractor Rewards™ points awarded to contractors who purchase any of its newly launched water heaters. Double points are awarded each time contractors redeem the product codes through the Contractor Rewards™ program. The A. O. Smith new products double points promotion is valid until Aug. 31, 2010.

As the title sponsor of the Contractor Rewards program, A. O. Smith is providing added value to its contractors around the U.S. By joining this free program, contractors can receive “reward points” when they purchase any number of water heaters from A. O. Smith. The points can then be cashed in for valuable prizes ranging from tools to golf clubs to home theater systems. For more information or to enroll for free visit, [www.ContractorRewards.com](http://www.ContractorRewards.com) or call 877-286-7064.

#### **Double Points Eligible Products Include:**

##### **A. O. Smith Effex™ High-efficiency Gas Water Heater**

Operating at .70 EF, the new Effex is the industry's most energy-efficient standard atmospheric water heater, and it also qualifies for the more stringent second phase of ENERGY STAR® requirements.

##### **A. O. Smith NEXT Hybrid™ High-efficiency Gas Water Heater**

Operating at 90 percent thermal efficiency, the NEXT Hybrid represents a new generation in water heating, bringing together a tankless engine with a small buffer tank in order to maximize the benefits of both technologies. The NEXT Hybrid is eligible for a federal tax credit up to \$1,500 or 30 percent of its total installed cost. The footprint is similar to conventional models, making it much simpler and less expensive to install versus a standard tankless water heater.

##### **A. O. Smith Voltex™ Hybrid Electric Water Heater**

Operating at 2.3 EF, the Voltex integrates a new heat pump technology that makes it more than twice as efficient as a standard electric water heater. Depending upon the application, this water heater can pay for itself in less than three years. Voltex is the only type of electric water heater that is ENERGY STAR® rated and eligible for a federal tax credit up to \$1,500, or 30 percent of its total installed cost.

### **A. O. Smith Cirrex™ Solar Thermal Water Heating System**

With a Solar Energy Factor (SEF) of 2.5, the Cirrex system is ENERGY STAR qualified and eligible for a federal tax credit of 30 percent of the total installation cost (no maximum). Plus, it's an all-in-one solution, which makes specification and installation simple. Its solar thermal collectors can provide up to 70 percent of a household's energy needs for hot water.

### **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. For additional information, visit [www.hotwater.com](http://www.hotwater.com).

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