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A. O. Smith's High Efficiency Revolution Tour Stops at PHCC Flow Expo
Mobile Marketing Vehicle to Visit Southern California's Annual Plumbing, Heating, and Cooling Industry Trade Show

ASHLAND CITY, TENN. (March 1, 2011) – A. O. Smith's High Efficiency Revolution Tour (www.hotwater.com) and Ed Begley, Jr., will make a special stop this weekend in Long Beach, Calif., to visit the 36th annual PHCC Flow Expo on Saturday, March 5.

A. O. Smith's presence at the Flow Expo is just one of the first stops on the High Efficiency Revolution Tour, a two-year cross-country excursion showcasing the company's portfolio of high efficiency water heaters.

A. O. Smith has equipped an RV, appropriately named the *High Efficiency Mobile Marketing Vehicle (MMV)*, with its high efficiency family of products. After its launch in Ashland City, Tenn., the first leg of the High Efficiency Revolution Tour began in Sacramento, Calif., and has worked its way south to the Long Beach Convention Center, where it will be on display this weekend as a part of the PHCC Flow Expo from 9 a.m. to 4 p.m. on Saturday.

Actor and environmentalist Ed Begley, Jr., will also be present for the High Efficiency MMV's showing at the Flow Expo. Known for his green lifestyle, as documented on his Planet Green series *Living with Ed*, Begley speaks to how we can take small steps to living a greener lifestyle. One of the most basic steps Begley teaches is to maximize efficiency within our homes. Begley will be greeting Flow Expo attendees at the High Efficiency MMV from 9 to 11 a.m.

After the Flow Expo, the High Efficiency Revolution Tour will continue to visit distributor/wholesaler locations across the nation, where contractors, plumbers, specifying engineers, builders and consumers are invited to visit the High Efficiency MMV and learn firsthand how A. O. Smith's innovative new line is changing the water heating industry. The entire High Efficiency Revolution tour schedule can be found at www.hotwater.com/MMV.

The High Efficiency Revolution Tour will feature A. O. Smith's innovative high efficiency products, including the Cirrex® Solar Thermal Water Heating System, the NEXT Hybrid® High Efficiency Gas, the Voltex® Hybrid Electric Heat Pump, the Effex® High Efficiency Gas, Tankless and the Vertex™ Condensing Gas water heaters. Each of these units will be on display throughout the High Efficiency Revolution Tour in an interactive learning environment.

Cirrex is the latest advancement in solar thermal water heating and the greenest solution available to homeowners today. An all-in-one solar thermal water heating system, Cirrex simplifies specification and installation. Cirrex has Solar Energy Factors up to 10.1, and is tax credit eligible through 2016.

NEXT Hybrid from A. O. Smith is the next generation in water heating, with a tankless engine and a small buffer tank, delivering the benefits of both technologies. NEXT Hybrid performs like a tankless unit but installs similar to conventional models. It handles peak periods and provides homeowners the performance they expect from a tankless model.

Voltex from A. O. Smith is the latest advancement in electric water heating. The hybrid electric design integrates heat pump technology, making it twice as efficient as standard electric water heaters. By pulling heat from the surrounding air, the ENERGY STAR qualified heater operates in its most efficient mode, with an Energy Factor of 2.3.

The most efficient and advanced conventional vent product on the market, Effex uses a patented air intake system to produce the highest efficiency available for a standard atmospheric product. The ENERGY STAR qualified Effex installs similar to a standard model, but operates well above the standard efficiency with a .70 Energy Factor.

A. O. Smith offers a comprehensive line of condensing tankless water heaters with higher efficiencies. All models offer improved flow rates for increased water delivery, optional remote temperature controllers and a full line of accessories. All residential tankless models are ENERGY STAR qualified and come with a 12-year limited warranty.

The Vertex is a revolutionary residential gas-condensing water heater that combines an advanced internal heat exchanger with 100,000 BTU input, resulting in a state-of-the-art water heater with money-saving 96 percent thermal efficiency. With advanced diagnostic capabilities, the Vertex records performance history and has a backlit LCD display that details model functions including accurate temperature control.

Be sure to follow the High Efficiency Revolution Tour as it makes its way to your area at www.hotwater.com/MMV.

About A. O. Smith Water Products Company:

Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company is a leading manufacturer and marketer of residential and commercial water heaters and 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 more information, visit www.hotwater.com.

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