News Release

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A. O. Smith Launches High Efficiency Revolution Tour

Mobile Marketing Vehicle to Visit Plumbing Wholesalers Nationwide

ASHLAND CITY, TENN. (February 4, 2011) – This month, A. O. Smith (www.hotwater.com) will kick off 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 from Ashland City, Tenn., the tour will visit distributor/wholesaler locations, 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 first leg of the High Efficiency Revolution Tour will travel across the western U.S., with its first stop in Sacramento, Calif., and ultimately make its way from coast to coast. The 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 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 one of the most efficient water heating systems available to homeowners today. An all-in-one solar thermal water heating system, Cirrex simplifies specification and installation. With Solar Energy Factors up to 10.1, Cirrex is tax credit eligible through 2016.

NEXT Hybrid 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 and installs similar to conventional models. It handles peak hot water demand periods and provides homeowners the performance they expect from a tankless model.

Voltex 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 atmospheric model, but operates well above the standard efficiency with a .70 Energy Factor.

A. O. Smith offers a comprehensive line of standard and condensing tankless water heaters with higher efficiencies. All models offer improved flow rates for increased hot 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 that operates at a money-saving 96 percent thermal efficiency. Inspired by A. O. Smith's time-tested Cyclone commercial water heater design, the advanced heat exchanger allows for more hot water delivery while reducing monthly operating costs.

To follow the High Efficiency Revolution Tour as it travels the country, go to 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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