News Release

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FOR IMMEDIATE RELEASE

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A. O. Smith Launches Mobile Application for Plumbers and Contractors

Warranty Check App Provides On-the-Go Product Information

ASHLAND CITY, TENN. (Jan 12, 2012) – A. O. Smith (www.hotwater.com) announces the launch of the *A. O. Smith Warranty Check* app, a unique mobile phone application for the Apple iPhone® and Google Android™ phone developed exclusively for A. O. Smith brand water heaters.

Designed specifically for contractors and plumbers, the app will allow plumbing professionals to easily check water heaters in the field for warranty information and product details on both residential and commercial products.

"The iPhone and Android have created a huge demand for on-the-go information from homeowners and professionals," said Matt Southards, senior manager of digital marketing and strategy for A. O. Smith. "As an industry leader, we want to provide our plumbing professionals with easy access to critical information from remote locations."

Apple's iOS and Google's Android are the most common smartphone operating systems, with a combined user base of over 65 million people in the United States. Of these, more than half reported downloading apps in 2010. The heaviest trends are consumer based with games, weather and GPS apps. However, multiple industries are catching on and designing mobile technologies and apps for customers and business professionals, including banking, healthcare and manufacturing.

The *A. O. Smith Warranty Check* app is just one of the ways the company continues its commitment to innovation and evolving technologies.

"If something makes my job a little easier and gives me the information I need as quickly as possible, it's definitely something worth using, and the Warranty Check app does just that," says Petros Floros of Floros Plumbing & Heating of Melrose, Mass. "By using the app, I can find out if my customer's water heater is under warranty. It's a great use of technology to get warranty information fast."

The *A. O. Smith Warranty Check* app is available for free download for the iPhone, iPad and Android phones. The app can be downloaded from:

- A. O. Smith's website - http://hotwater.com/resources/apps/;
- Apple App Store – http://itunes.apple.com/us/app/a.-o.-smith-warranty-

check/id456489822; or

- Android Market - https://market.android.com/details?id=com.aosmith.warrantycheck.

To stay up to date with other A. O. Smith industry news and other tech-focused company advancements, go to www.hotwater.com.

About A. O. Smith:
A. O. Smith Corporation is a leading global manufacturer and marketer of residential and commercial water heaters and boilers. A. O. Smith offers our customers 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. For the most up-to-date industry news, Like us on Facebook and Follow us on Twitter.

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