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FOR IMMEDIATE RELEASE

**A. O. SMITH KICKS OFF “WORK HARD. PLAY HARDER.”
CONTRACTOR PROMOTION**

ASHLAND CITY, Tenn. – July 11, 2005 – A. O. Smith Water Products Company is offering exclusive deals on products for work and play. Beginning on September 1, 2005 and continuing through November 15, 2005 select A.O Smith residential and commercial water heater purchases will earn points toward outdoor gear. As an added bonus, all contractors who participate in the promotion will be automatically registered as members of the A. O. Smith Professional Contractor Association (PCA®).

A. O. Smith awards range from camping gear like tents, backpacks and fishing equipment to electronic favorites like portable MP3 players and DVD players. Plumbing contractors can buy the gear using points earned by purchasing qualifying water heaters. Points can be redeemed through December 15, 2005 or at any time during the program.

Contractors interested in participating should contact or visit their local A. O. Smith wholesaler for order forms and additional information on qualifying water heaters as well as the corresponding points earned with each purchase.

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Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company, a division of A. O. Smith Corporation, is a leading manufacturer and marketer of residential and commercial water heaters and hydronic boilers. For more information, contact your local A. O. Smith representative or visit www.aospca.com.

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