

C O N T A C T :

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FOR IMMEDIATE RELEASE**ALL-NEW STATE "NAECA 2004" RESIDENTIAL WATER
HEATER LINE INCLUDES PREMIER® UPGRADE**

ASHLAND CITY, TENN. – May 7, 2004 – State Water Heaters has launched its new line of gas and electric residential water heaters, all of which comply with 2004 National Appliance Energy Conservation Act (NAECA) efficiency standards. As part of the launch, State has improved its most efficient top-of-the-line Premier® gas and electric models with the addition of new Blue Diamond™ glass coating.

Ten-year warranty Premier models offer State's highest energy factors – .63 on gas; .94 or .95 on electric. They are also equipped with the self-cleaning Turbo Coil™, the original sediment-fighting design for residential water heaters and a fixture on State's top-of-the line units since 1982. Like most State standard atmospheric gas water heaters, Premier gas units are equipped with C3 Technology™ flammable vapor ignition resistant design. Premier electric models feature two State Sandhog heating elements with low-watt density design and Incoloy steel construction for longer life.

The addition of Blue Diamond glass coating adds even more value to State Premier to help contractors increase their profitability and achieve

– more –

N E W S R E L E A S E

total customer satisfaction by installing the best water heater available. The new Blue Diamond formula results in a harder, more durable inner lining and longer-lasting protection for the steel tank. Blue Diamond offers two to four times higher corrosion protection compared with industry-standard glass lining.

For complete information on Premier, and the entire "NAECA 2004" line of State residential water heaters, call 1-800-365-0024, or visit www.statewaterheaters.com.

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PHOTOGRAPH ATTACHED