

C O N T A C T :

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FOR IMMEDIATE RELEASE**THE STATEWATERHEATERS.COM WEBSITE
Upgrades Include Sleek Look and Practical Navigation**

ASHLAND CITY, TENN. — State Water Heaters has re-launched its internet site in order to provide a comprehensive online resource for trade professionals. The revamped Web site is sleekly styled with specially designed navigation for trade professionals looking for answers about residential or commercial water heaters. The information-packed site can be found at www.statewaterheaters.com.

The site offers relevant information in a straightforward format designed to help browsers better understand the broad offering of products and services from State Water Heaters. It is just one part of the company's continued commitment to the plumbing professional.

"In this information age, there is a lot of 'noise' to sort through on the internet," states Lori Hilliard, internet programs administrator. "By upgrading our online presence, we provide plumbing contractors – as well as their customers – the information they need to make informed decisions about water heater installation, maintenance and repair," she continues.

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Useful Tools

A new cross-reference guide simplifies the process of selecting and specifying a State product. Simply plug in the application, brand and model number, and the site displays the appropriate State product.

Also available on the Web site is a complete library of product information, spec sheets, catalogs, parts lists, instruction manuals and warranty sheets. The site also features a database of wholesale distributors and service agents that can be searched by state and zip code.

From a "Frequently Asked Questions" section to a glossary of commonly used terms, to a live help section that puts browsers in direct contact with the experts at State during regular business hours, the site reflects the quality and service that sets State apart from the competition.

Size Matters

The site also features a practical guide to water heater sizing with an overview of parameters for residential installations. This section features useful information designed to help streamline the process of choosing the right size and model water heater for residential settings. Contractors can also order the "State Size" CD, which offers guidelines for commercial installations.

For more information on the full selection of State residential and commercial water heaters, visit www.statewaterheaters.com or call the State Customer Care Center (1-800-365-0024).