

NEWS RELEASE



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Contact: Sarah Nadler
Gish, Sherwood & Friends
615-385-1100
snadler@gish.com

Coburn's Makes the Switch to State Water Heaters

Ashland City, Tenn. (July 24, 2007) – State Water Heaters today announced its new partnership with Coburn's, a leader in the wholesale distribution of quality plumbing products throughout Louisiana and eastern Texas.

Starting August 8, Coburn's will begin phasing out its previous brand of commercial and residential water heaters and carry only State brand products. Coburn's elected to make the switch because of State's commitment to marketing as well as helping educate and forming strong relationships with plumbing contractors nationwide.



"The Name With The Flame"™

"State is focused on the plumbing contractor," explained Don Maloney, president of Coburn's Supply Company. "That's the kind of manufacturing partner we are excited to do business with."

State Water Heaters supports the efforts of its wholesalers and distributors by reaching out directly to contractors and the consumer market. State promotes the durability and energy efficiency of its products with a wide variety of marketing strategies. For example, State Water Heaters is the only company in the plumbing trade to be a primary sponsor of a NASCAR racing team in the Nextel Cup Series. Veteran driver Ward Burton's black #4 NASCAR race car displays a State logo across the hood, driving brand awareness and increasing demand for State products.

"Some manufacturers provide a product, and that's it," said Maloney. "State Water Heaters does much more than that. State provides our customers with powerful, durable water heaters, plus the tools and resources they need to be successful in the plumbing industry. That includes training and promotional programs that are designed to make our life easier."

Coburn's plans to work with State to develop dealer programs for plumbing contractors, similar to the programs already in place at Coburn's for air conditioning dealerships.

"Coburn's is among the oldest and most respected names in the wholesale business," said Jeff Storie, brand manager for State Water Heaters. "People know and trust 'the name with the flame.' We look forward to strengthening our relationships with plumbing contractors in Texas and Louisiana through our partnership with Coburn's."

About Coburn's

Founded in 1934 and headquartered in Beaumont, Texas, Coburn's operates distribution centers in both Texas and Louisiana, enabling the company to offer faster and more efficient service to customers. Products include plumbing equipment, heating and air conditioning, refrigeration, electrical, builder products, and municipal and utility supplies. Call 1-800-832-8492 or visit www.coburns.com.

About State Water Heaters

For more than 60 years, State Water Heaters has built dependable, long-lasting water heaters for commercial and residential applications. State remains focused on manufacturing durable products that last longer. For more information, visit www.statewaterheaters.com and www.stateracing.com.

Solid. State.

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