

NEWS RELEASE



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State Water Heaters Increases Hispanic Marketing Efforts

Ashland City, Tenn. (August 2, 2007) – State Water Heaters recently announced plans to launch an integrated marketing effort aimed at Spanish-speaking contractors in key U.S. markets. Campaign initiatives include new Hispanic-themed print advertisements, Web enhancements, and a television sponsorship, all designed to raise State brand awareness among Hispanic communities.

“There are a growing number of plumbing and HVAC contractors in the U.S. who are Spanish speaking,” said Jeff Storie, State Water Heaters brand manager. “We are increasing our Hispanic marketing in order to partner with these professionals and to have a larger presence in the southwestern United States.”

A dedicated section on State’s Web site, www.statewaterheaters.com, provides an opportunity to view the new Spanish print advertisement and a link to the Web site of “De Casa a Hogar,” a new home improvement show on Spanish language television.

The new print advertisements will help engage Hispanic viewers by featuring Spanish messaging, and are expected to grow advertising recall and State brand visibility among this rapidly growing audience. The ads will also appear in English versions to attract English dominant Hispanics.

State’s broadcast efforts include a Latino home show sponsorship with “De Casa a Hogar,” scheduled to air on a major Latino network in early fall. The show will provide viewers with home improvement segments, technology tips, and a peak into Hispanic celebrity homes. State’s sponsorship includes opportunity for product demonstration in addition to Web site, print, and broadcast sponsor recognition.

“The show will have tremendous impact among Latino communities, as there is currently no programming specifically speaking to Latinos about home improvement brands and services,” said the show’s executive producer Juan Escano. “By nature, many Latinos have these building and construction skills,

and want to expand their knowledge base. The show offers “how to” advice, empowering Latinos to improve their homes, their neighborhoods, and their communities.”

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.

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