

NEWS RELEASE



FOR IMMEDIATE RELEASE

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State Focuses on Communities in Hispanic Outreach Initiative

Ashland City, Tenn. (December 12, 2007) – As the second phase of a long-term Hispanic marketing initiative, State Water Heaters is focusing on community-based efforts to raise brand awareness in targeted markets. State's goal for the new phase of the initiative is to reach individuals by supporting specific events and programs that enrich the community.

State has participated in community programs in Nashville, Tenn.—close to its Ashland City headquarters—as well as in Monrovia, Calif., a diverse city in Los Angeles County.

“We are continuing to reach broader audiences through our website and sponsorship of the home-improvement show *De Casa a Hogar* on Spanish television,” said State Brand Manager Jeff Storie. “Our next steps, however, are geared towards partnering with local organizations and reaching inside Hispanic communities to students, families, and individuals.”

In Monrovia, State teamed up with the producers of *De Casa a Hogar* and other sponsors to create a state-of-the-art observatory for Monrovia High School. State's donation of a new computer will allow students to stream images from the telescope to the observatory lab and share electronically with other students throughout the region.

State has also participated in the “Si Se Puede Comprar Casa” Housing Fair, an event organized in conjunction with the Nashville Area Hispanic Chamber of Commerce. The event presented various vendors who instructed attendees on the basics of home ownership—obtaining loan approval, purchasing appliances, financing, and homeowners insurance— and equipping them with the necessary information to make educated decisions.

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“We welcome State’s involvement in developing programs to educate the growing Hispanic community in Nashville,” commented Yuri Cunza, president of the Nashville Area Hispanic Chamber of Commerce. “We are looking forward to working with State throughout the next year.”

Future plans for State’s Hispanic marketing initiative include a scholarship award for an aspiring student in the HVAC profession as well as the translation of additional Web pages and product materials.

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.

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