

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

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## **State Water Heaters makes 2009 NASCAR Primary Sponsorship Debut** *Driver Jason Keller Reunites with Former Sponsor*

**Ashland City, Tenn. (May 20, 2009)** – On Saturday, June 6, State Water Heaters will make its Nashville Superspeedway debut at the Federated Auto Parts 300 NASCAR Nationwide Series race as a full car sponsor for the No. 27 Ford Fusion driven by Jason Keller.



Recently, State Water Heaters and Baker Curb Racing announced a sponsorship arrangement for the No. 27 Ford Fusion in the 2009 NASCAR Nationwide Series. This sponsorship marks State's fourth consecutive year as a NASCAR team sponsor. Last year, State was the primary sponsor of the Haas CNC Racing Chevrolet driven by Scott Riggs in the Sprint Cup Series.

The new relationship with Baker Curb Racing and State Water Heaters unites two Nashville-based companies and brings State back together with Keller. In 1999 and 2000, State was an associate sponsor on PPC Racing's No. 57 Ford driven by Keller. In 2000, Keller finished second in the Busch Series standings.

"The past has proven that NASCAR is a perfect match for State Water Heaters," says David Chisolm, brand manager for State Water Heaters. "Keller can relate to the hard-working plumbing contractors who support our brand, and we look forward to the loyalty that the car and driver will help develop for our products."

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Sponsorship in NASCAR racing continues to benefit State Water Heaters at the wholesaler, contractor and end-user levels. New to the program this year, State can now host customers at its plant in Ashland City, Tenn., and then give them a tour of the Baker Curb Racing facility in nearby Nashville.

“The addition of State Water Heaters to our organization is especially rewarding in the fact that we have aligned ourselves with a fellow Nashville area based company; this will help us achieve a long-term goal of becoming a more visible part of the local professional sports landscape,” said Baker Curb Racing President Matt Crews. “We’ve made great strides this off season to improve both our on and off-track performance, adding another partner that understands Motorsports and utilizes what it has to offer only increases our optimism as the 2009 season continues.”

#### **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](http://www.statewaterheaters.com).

***Solid.State.***

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