

NEWS RELEASE



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NASCAR Legend Teams with State Water Heaters to Drive Sales in 2009

Leading water heater manufacturer deepens NASCAR ties with dynamic sponsorship program

NASHVILLE, TN – (April 23, 2009) - State Water Heaters, a leading manufacturer of commercial and residential water heaters, has signed on with former Daytona 500 winner Ward Burton to roll out a dynamic, high-touch racing program to drive sales in 2009.



State Water Heaters was looking for ways to maximize its involvement in NASCAR and deepen its ties to the sport, which is popular among its customer base. The company decided to leverage the historical partnership with former NASCAR driver Ward Burton in an effort to generate excitement off the track. Under terms of the deal, Burton will serve as an official spokesperson for State Water Heaters in 2009 and host numerous private events at NASCAR venues around the country for the company's customers and prospects.

"Instead of Ward Burton behind the wheel of a State car, he's taking a more hands-on approach with our customer base by helping drive sales," said State Water Heaters Brand Manager, David Chisolm. "We know from our previous relationship that our customers relate to Ward, so a program like this provides added bang for the buck. Plus, Ward's one-on-one interaction with our key customers and prospects is a powerful way to excite them about our brand."

"I'm excited about working with State Water Heaters again," said Burton. "Together we have created a fresh, non-traditional approach to NASCAR marketing that I know will be a winner."

State Water Heaters has been providing a quality line of residential and commercial water heating products since 1946.

Ward Burton is represented by 919 Marketing, a national sports marketing firm located near Research Triangle Park (RTP) in Raleigh, N.C. 919 is handling program management turnkey.

About State Water Heaters:

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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.

About Ward Burton Enterprises:

Ward Burton Enterprises was created by former NASCAR driver and 2002 Daytona 500 winner Ward Burton to build awareness of his foundation, the Ward Burton Wildlife Foundation, and his other projects. The WBWF, which was founded in 1996 in Virginia, works to conserve America's land and wildlife through wise stewardship while educating children and adults about the natural resources that will shape America's future. Burton is known for his integrity and humility, and his foundation is acknowledged nationwide as being a model for wildlife conservation. For more information, please visit: www.wardburton.com.

Keywords: State Water Heaters, Ward Burton, Ward Burton Enterprises, Public Relations, Marketing, NASCAR, Plumbing, Sports Marketing, Ward Burton Wildlife Foundation, State Industries, Inc., Sales, Sponsorship, Spokesman, Smart Sponsorship

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