



High Efficiency Product Promotion

Voltex® Heat Pump Water Heater (PHPT-60; PHPT-80)

August 12, 2011

Dear **Valued** A. O. Smith Customer:

I would like to take this opportunity to make you aware of an exciting new promotion designed to help stimulate the sales of our high efficiency line of residential water heaters. Starting now and running through the month of September, there are three promotion options tied to our Voltex product line that include benefits for all high efficiency products.

Purchases of the Voltex product at full invoice price will now enable you to get free contractor sales sample units as well as free non-functioning display units. Likewise, these promotion packages will generate the opportunity for a discount on additional purchases of other high efficiency products. See example below (Option 3).

- Any purchase that includes two 60-gallon heat pump models and four 80-gallon heat pump models, you would receive one 60-gallon and one 80-gallon model for free (Contractor Field Test Units).
- To help promote these units at your location, a free non-functioning display unit is also included.
- To further take advantage of this offer, all other high efficiency products included on that order would then be discounted at 10% off your standard price.
- To ensure accuracy of all orders, the promotion form must accompany your P.O. when ordering. Without it, your order may be delayed or priced incorrectly.

This is a great way to encourage your customers to install these new energy efficient models. With a federal tax credit that applies to many of these models in addition to other local utility rebates, the time couldn't be better to start promoting these energy efficient products. For more information on rebates that apply to these products, visit www.hotwater.com and enter your zip code into our rebate locator. As an additional incentive for your contractors, A. O. Smith will be offering triple Contractor Rewards points for all Voltex purchases through the end of November.

As always, thanks for your continued support of the A. O. Smith brand. We hope that this promotion will help stimulate sales in your market and will encourage others to try these exciting new products from A. O. Smith.

Sincerely,

David R. Warren
Vice President, Emerging Technology and Market Development

Models that qualify for the additional discount:

Product Name	Description	Model Numbers
Vertex™	Condensing Gas Models	GPHE 50; GDHE 50
Effex®	.70 EF Gas Models	GAHH-40; GAHH-50
Next Hybrid®	Hybrid Gas Model	HYB-90 N
Cirrex®	Solar Thermal Water Heating Systems	SACE models; SACI models