

NEWS RELEASE

FOR IMMEDIATE RELEASE:



Hubbell Launches New Tankless Website and Product Brochure

Marketing efforts are part of a consumer education campaign around tankless technology

Stratford, CT September 4, 2009 – Hubbell Electric Heater Company launched a new Web Site and Product Brochure as part of a campaign designed to educate consumers to the numerous benefits of tankless water heaters. The company's new Web Site (<http://www.buytankless.com>) features detailed information regarding Hubbell's tankless water heater in an easy-to-understand format, providing consumers with the tools necessary to choose the right tankless heater for their individual needs.

“Most consumers in North America are unfamiliar with tankless water heaters, so we realized that we have the perfect opportunity to educate consumers about the benefits of tankless water heater technology and why Hubbell is the best choice for them,” said Bill Newbauer III, COO of Hubbell.

The campaign efforts are making homeowners aware of the advantages of tankless water heating as well as the inefficiencies of tank-style water heaters, which constantly run and heat water even when you are not using it, wasting money and energy.

Hubbell's new site has made it easier for consumers to understand tankless water heater technology as well as the rest of the company's line of water heating products. The site features a contemporary, uniform design that provides detailed product information and a nationwide sizing chart for determining which Hubbell tankless model is appropriate for a specific home, condo or vacation cottage. The site also features a robust customer support section that is designed to assist and connect customers to Hubbell including live help.

"In developing the new site, we worked hard to maximize its functionality for every possible audience—homeowners, our dealers, our internal teams and the press," said Scott Barry, Marketing Director. "The site design, in conjunction with our new product brochure, is having a definite impact on the homeowner and installer as they are now better educated regarding this product, resulting in a high level of customer satisfaction and strengthening Hubbell's position as a leader in the marketplace." For more information, visit

<http://www.buytankless.com>

About Hubbell Heaters

Headquartered in Connecticut, Hubbell Electric Heater Company manufactures a line of residential tankless water heaters in addition to the companies' full line of commercial water heating products. Hubbell Heaters is committed to being a reliable partner by providing well-built products and superior service. For more information, please visit

<http://www.buytankless.com>

To download brochure, please visit

<http://www.buytankless.com/Hubbell Tankless High Res.pdf>

Contact Information:

Scott Barry – Marketing Director
Hubbell Electric Heater Company

P.O. Box 288

203-378-2659 EXT.137

sbarry@hubbellheaters.com

<http://www.buytankless.com>

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