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Noritz America Unveils World's Most Energy-Efficient Units; NBC-TV Features Noritz Tankless Water Heater Nationwide

World's No. 1 Manufacturer of Tankless Water Heater Systems Unveils Residential Version of N-0841MC Commercial Unit

FOUNTAIN VALLEY, CA (September 1, 2009) – Whether you're a homeowner looking at saving money and being more environmentally friendly or a business owner trying to cut your bottom line in these trying economic times, Noritz America has just the answer.

Noritz America Corporation, the No. 1 manufacturer in tankless water heater technology and the official tankless water heater of Brad Pitt's Make It Right project in New Orleans, Extreme Makeover: Home Edition for 2008-09 and Leonardo di Caprio's rebuilding effort in Greensburg, Kansas, has introduced the super-efficient N-0842MC condensing unit for residential use, it was announced by Yoshi Asano, Noritz America Senior Marketing Manager.

The new unit is an extension of Noritz's commercial N-0841MC tankless water heater, the most energy-efficient unit on the market, with its new condensing technology yielding an astounding 94% energy efficiency versus only 60% of a typical tank water heater. The N-0842MC will be housed in Noritz's traditional powder coat casing and has a built-in PVC adapter (PVC adapter purchased separately on commercial unit).

More importantly, the new residential version will be priced \$300 less, allowing homeowners to experience additional savings on top of the existing tax credits available through the government stimulus program. Under the current plan instated by President Obama, consumers can now receive a 30% tax credit on the price of the equipment plus installation costs, up to \$1,500 total. The tax credit has been extended through the end of 2010 (it formerly expired at the end of 2009).

Noritz was recently featured on NBC. To view the segment, please go to the following link: http://www.nbcsandiego.com/news/local-beat/Tankless_Water_Heater_Can_Cool_Off_Bills_San_Diego.html

“This is a win-win for every consumer and business owner,” said Eric Arnett, president of Arnett's Plumbing in San Diego. “Not only can they experience the benefits of the world's most energy-efficient tankless water heaters, they can save thousands of dollars in the process. Noritz is the only brand of tankless water heaters we offer.”

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The main component of this new technology is the revolutionary Super Heat Exchanger. The N-0842MC integrates two (2) heat exchangers together, with the primary heat exchanger comprised of K-copper and the secondary of stainless steel. This is the result of the synergy between Noritz's advanced technology and eco-friendly goal.

Noritz tankless water heaters work on-demand so they only heat water when necessary. When a hot water fixture is turned on or hot water is required by an appliance, the heater will detect the demand and heat the water accordingly. Standard tank water heaters store and heat water at all times, so this results in higher operating costs. In addition, tank water heaters have a limited supply of hot water, whereas a Noritz system provides an endless supply of hot water. Since a Noritz unit is about the size of a carry-on suitcase, space consumption is drastically reduced. Thus, it's easy to see why a Noritz system would be beneficial to anyone and the "Next Generation" series by Noritz has a full spectrum of tankless water heaters to meet the needs of any housing unit.

"Energy prices are higher than ever and, at Noritz, we stress energy efficiency," added Asano. "With a Noritz unit, you can expect a savings of up to 50% on your yearly energy costs. The "green" movement is also very vital to Noritz, so we stress that into every one of our units. With a Noritz tankless water heater, you will save money and help our fragile environment...it's that simple."

To learn more about Noritz and the entire line of Noritz's ENERGY STAR-rated tankless water heaters, please call (877) 986-6748 or visit our website at www.Noritz.com.

Noritz America Corporation is a subsidiary of Noritz Japan. The corporate offices are located in Fountain Valley, CA, as well as in Dallas, TX, Atlanta, GA, Hawthorne, NY and Chicago, IL and is shaping the future of heating water in the U.S. through its tankless water heaters.

Noritz offers a full line of tankless water heaters to meet the hot water demands of residential and commercial applications. Noritz supports its products with a network of skilled representatives and employees who are committed to providing the finest products and services to our communities by helping consumers live in a more comfortable, efficient and healthy lifestyle.

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