



FOR IMMEDIATE RELEASE

CONTACT:

Larry Feldman
The Lawrence Company
(435) 901-9933

**BRAD PITT'S MAKE IT RIGHT FOUNDATION WELCOMES
NORITZ TANKLESS WATER HEATERS
TO HELP RESIDENTS OF LOWER 9TH WARD OF NEW ORLEANS**

**World's No. 1 Manufacturer of Tankless Water Heaters
To Donate 150 Units to Pitt's Green, Affordable & Energy-Efficient Project**

FOUNTAIN VALLEY, CA (March 10, 2008) – The Make It Right Foundation today welcomed Noritz, the world's leading manufacturer of tankless water heaters, to help rebuild New Orleans. The Make It Right Foundation, created as a result of Brad Pitt's vision, is dedicated to build 150 green, affordable, energy-efficient homes in New Orleans' Lower 9th Ward.

“Our commitment here is to create an environmentally friendly community; and to have a company with the reputation of Noritz involved is a tremendous addition to our project,” said Tom Darden, III, MIR Executive Director. “It was our intention from the start to align ourselves with a company of superior quality...and, with Noritz, we have a recognized leader in tankless water heater technology. We couldn't be happier that they are a part of our vision.”

The Make It Right Foundation is committed to using green, affordable and sustainable building techniques in the construction of homes, with the long-term goal of serving as a catalyst for further rebuilding in the Lower 9th Ward and throughout all of New Orleans.

“On behalf of everyone at Noritz America, we are truly honored to be welcomed as an important part of Mr. Pitt's worthwhile and very necessary project,” said Mr. Tokuno. “At Noritz, our mission is to continually look for ways to increase efficiency, save money for our consumers, as well as finding ways to work friendly with our environment. We look forward to bringing our state-of-the-art technology to this great, new community.”

Noritz tankless water heaters work on-demand – they only heat water when necessary. When a hot water fixture is opened or hot water is required by an appliance, the heater will detect the demand and heat water accordingly. Standard tank water heaters store and heat water at all times, which incurs higher operating costs. In addition, tank water heaters have a limited supply of hot water, while the Noritz system provides an endless supply of hot water. Also since Noritz tankless water heaters are the size of a carry-on suitcase, space consumption is drastically reduced.

The “Next Generation” series solidifies Noritz as the leader in tankless water heater technology. Among the innovations include the Dual Flame Burner and the Super Heat Exchanger.

The Dual Flame Burner is the first of its kind, whereas all other tankless systems still offer only one flame. This new technology provides the stable combustion, which offers consumers a wide range of hot water that can be used from lower flow to higher flow. The Super Heat Exchanger allows for greater water flow through its larger tubing size. The technologically advanced pipes meet the same standards of commercial-grade units. Each tube is 25% thicker, allowing for more durability. With conventional technologies, it would translate into lower efficiency...not so with this new technology.

Make It Right's mission is built upon catalyzing redevelopment of the Lower 9th Ward by building a neighborhood of safe and healthy homes that incorporates sustainable, high-quality design and construction while preserving the spirit of the community's culture.

Pitt became a part-time resident of New Orleans after Hurricane Katrina. After seeing the devastation first hand and meeting with the hardest-hit residents, he partnered with industry experts to create the Make It Right Foundation in order to catalyze the rebuilding of New Orleans starting with the Lower 9th Ward. The 150-home community will address the dire need for single-family housing in the Lower 9th Ward, provide residents with safe, healthy and sustainable homes and further spark rebuilding efforts in one of the richest cultural communities in America, an area that saw houses not just flooded by water, but swept off their foundations. For more information on the Make It Right Foundation, please visit www.MakeItRightnola.com.

Noritz America Corporation is a subsidiary of Noritz Japan. The corporate office located in Fountain Valley, California, Dallas, Texas, Chicago, Illinois, Atlanta, Georgia and White Plains, NY 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. To learn more about Noritz and the “Next Generation” series, please contact us at (877) 986-6748 or visit www.Noritz.com.