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**Purchase of Noritz Tankless Water Heater by December 31
Will Enable Homeowners to Take Advantage of 2009 Tax Credits
Offered Under President Obama's Stimulus Bill**

**All 20 of Noritz's Energy-Star Rated Tankless Models Qualify;
Consumers Can Achieve Savings Upwards of \$1,500 on Some Units**

FOUNTAIN VALLEY, CA (November 18, 2009) – While the federal tax credits for tankless water heaters offered under President Obama's Stimulus Bill extends through December 31, 2010, consumers looking to reap the benefits of the available tax credits for 2009 must purchase a Noritz tankless water heater by the end of this year.

Noritz, the world's leading manufacturer of tankless water heaters and the official tankless water heater of Brad Pitt's Make It Right project in New Orleans and Extreme Makeover: Home Edition for 2008-09, can now offer tremendous savings to homeowners on all 20 of their Energy Star-rated residential units.

“We can now offer consumers savings of approximately \$1,500 on some of our higher-end units,” said Mr. Hisashi Uryu, president of Noritz America Corporation. “Since all 20 of our residential models have earned the prestigious Energy Star rating from the Department of Energy and Environmental Protection Agency, they qualify for the available restructured tax credits under the new Stimulus Bill passed by Congress for both the purchase and the installation of our units.”

The federal tax credit for tankless water heaters was modified as of February 17th 2009 by the Stimulus Package. The changes are summarized below:

- The credit is now 30% of the price of the equipment by itself (it was formerly a flat \$300) and 30% of the total installation costs
- The tax credit has been extended through the end of 2010 (it formerly expired at the end of 2009)
- It applies to products with 200,000 Btu and under and an Energy Factor of 0.82 or greater (it formerly applied to products at 0.80 or greater) and all 20 Noritz residential tankless water heaters exceed that rating
- The credit for all energy improvements to any home is now \$1,500 for the next two (2) years (it was formerly \$500 over the lifetime of the home)
- Should multiple water heaters be purchased and installed, the tax credit can be applied to each water heater up to the \$1,500 limit

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In addition to the valuable savings from President Obama's Stimulus Bill, consumers can also take advantage of the many local tax rebates available in many regions across the United States with the purchase of a Noritz tankless water heater. For example, in California, Southern California Gas customers can claim a \$150 rebate, consumers using Peoples Energy in Illinois can receive a \$400 rebate, while those in parts of New York who have National Fuel will get a \$350 rebate. For a full list of rebates in the nation, go to www.Noritz/homeowners/services/promos_rebates.

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.

"Noritz's commitment to environmental awareness prompted the drive to produce more energy efficiency products and, in turn, we now offer the most tankless water heaters in the industry that have much sought-after Energy Star rating," said Mr. Uryu.

From the smallest units, the N-0531S, N-0631S and N-0751M to the market's most energy efficient, the N-0842MC condensing unit, homeowners will be able to enjoy endless hot water while being energy efficient. In order to achieve the Energy Star rating, all units required a minimum of 82% thermal efficiency; all of the qualifying Noritz units meet that basic requirement and Noritz's flagship model, the N-0842MC condensing unit, boasts a whopping 94% super efficiency.

"Energy prices are higher and global warming is a clear and present danger. At Noritz, we stress energy efficiency and the reversal of global warming," added Mr. Uryu. "With a Noritz unit, you can expect a noticeable savings on your monthly water heating cost. Plus, the "green" movement is also very vital to Noritz and we reflect that in every one of our tankless products by dramatically reducing CO2 and NOx emission when comparing with a tank-type water heater. With a Noritz tankless water heater, you will save money and help our fragile environment."

For more information on Noritz America and the entire line of Noritz's Energy Star tankless water heaters please call (877) 986-6748 or visit our website at www.Noritz.com.