



# A. O. SMITH ANNOUNCES LAUNCH OF NEW CONTRACTOR REWARDS™ PROGRAM



## What is Contractor Rewards?

Contractor Rewards is A. O. Smith's way of saying thanks for being a loyal contractor! It's a loyalty program that rewards professional trade contractors including plumbers, remodelers and others for buying quality products from leading building products manufacturers. It's FREE and easy to participate. Eligible products will have yellow Reward Code labels on the products. Peel and enter the 12-digit codes from the labels online to earn points. Build up points quickly and when ready to redeem the points, choose from an exclusive rewards selection of over 20,000 name-brand items. Easy. Free. And very, very rewarding.



## What are the Benefits to the Contractor?

Every time a contractor enters a reward code, they earn points that they can exchange for valuable personal and business rewards, everything from electronics to laptops to contractor-grade tools. Unlike other programs, contractors that buy from participating Sponsors can combine all their points into one account and earn rewards faster. It's easy and rewarding.

## Who is Eligible for Participation in Contractor Rewards?

The Program is open to trade contractors, including plumbers, electricians, builders, and remodelers. The program is currently limited to the US and territories.

## How do Contractors Join Contractor Rewards?

It only takes a few minutes to visit [www.contractorrewards.com](http://www.contractorrewards.com) and complete the short enrollment process. Contractors can also call 1-877-286-7064 to enroll. The Contractor Rewards service team is available from 8:00 AM to 4:30 PM Central Time, Monday through Friday, except on holidays.

## What A. O. Smith Products are in Contractor Rewards?

Contractors can earn points by purchasing most A. O. Smith water heaters. We're including residential and commercial, gas and electric, tankless products, and even our new products that will launch throughout 2010. See the chart below for specific product families and model numbers. Refer to [www.contractorrewards.com](http://www.contractorrewards.com) for specific unit point values.

### Eligible A. O. Smith Products

#### RESIDENTIAL PRODUCTS

**A. O. Smith Vertex Models**  
GDHE-50, GPHE-50

**A. O. Smith Tankless Models**  
305, 505, 705

**A. O. Smith 6 Yr Gas Models  
(All vent types)**  
GCV, GNR, GPD, GPS, GPV, GPVH,  
GPVX, GVR

**A. O. Smith Ultra Low Nox Gas Models**  
GNR, GNRL

**A. O. Smith 10 Yr Gas Models  
(All vent types)**  
PCG, XCV, XCVL, XCVT, XCVX, XGV, XRV

**A. O. Smith 6 Yr Standard  
Electric Models**  
ECL, ECLN, ECRS, ECRT, ECS, ECT

**A. O. Smith 10 Yr Electric Models**  
PCL, PCRS, PCRT, PCS, PCT, PXHS,  
PXHT

**A. O. Smith Solar Models**  
SUN

#### COMMERCIAL PRODUCTS

**A. O. Smith Cyclone  
High Efficiency Gas Models**  
BTH

**A. O. Smith Gold/High  
Performance Electric Models**  
DRE, DVE

**A. O. Smith Standard Gas Models**  
BTN, BTR

**A. O. Smith Standard Electric Models**  
DEL, DEN

**Look for  
new products  
launched  
throughout  
2010 to be  
included in  
this exciting  
program**