

New Solar Water Heating Systems Tour Demonstrating Across the United States

April 4th, 2011 - Kibbutz Sha'ar Ha'amakim Israel - Chromagen Ltd., announces, in conjunction with A. O. Smith, the start of the A. O. Smith's United States High Efficiency Revolution Tour working with and educating distributors, wholesalers, contractors, plumbers, specifying engineers, builders and consumers about high efficiency water heating solutions including solar thermal water heating systems. The two-year cross-country tour, which kicked-off in Long Beach California, focuses on several high efficiency product lines including the Cirrex® Solar Thermal Water Heating System – comprised of Chromagen collectors and an A. O. Smith solar tank. It is the latest advancement in solar thermal water heating and one of the most efficient water heating systems available to homeowners today. An all-in-one solar thermal water heating system, Cirrex simplifies specification and installation. With Solar Energy Factors up to 10.1, Cirrex is tax credit eligible through 2016.

The High Efficiency Revolution Tour is a self-contained demonstration center arriving to locations throughout the United States via a recreation vehicle (RV) named the High Efficiency Mobile Marketing Vehicle (MMV). A. O. Smith's MMV is fully loaded with six of the most efficient water heating products and a team of water heating experts. Schedule information is located at www.hotwater.com/MMV.

Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company is a leading manufacturer and marketer of residential and commercial water heaters and boilers. A. O. Smith offers contractors an additional competitive advantage in that the company designs, builds, distributes and field supports the world's broadest and deepest line of residential and commercial water heaters, as well as commercial boilers. This single-source concept simplifies ordering, installation and service and is backed by more than 70 years of research and innovation. For more information, visit www.hotwater.com

Chromagen, with sales of \$50 million in 2009, distributes products in more than 35 countries worldwide. The company was founded in 1962 and also owns Chromagen Spain, a leading supplier of solar water heating systems in that country. The company provides solar water-heating solutions designed for domestic use as well as, complex central systems for commercial applications. For more information visit: www.chromagen.com