

NEWS RELEASE

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Noritz Launches National Contractor Appreciation Promotion To Mark its Tenth Anniversary in North America

2012 PROCard Promotion gives participating contractors numerous chances to win valuable prizes by submitting warranty registrations for Noritz tankless water heaters installed from March-December. Grand prize: a Yamaha Rhino utility vehicle.

FOUNTAIN VALLEY, CALIF. (FEBRUARY 28, 2012) — To celebrate the tenth anniversary of its entry into the U.S. tankless water heating market, [Noritz](#) America Corporation recently unveiled a 10-month contractor appreciation promotion designed to recognize and reward members of its ongoing [PROCard Program](#), as well as to attract additional professional installers to the group.

By submitting warranty registrations on Noritz products installed between March 1 and December 31 of this year, participating contractors will earn chances to win prizes in monthly and quarterly drawings. All participants will also be eligible for the grand prize drawing in January 2013 when the winner will receive a new Yamaha Rhino 700cc fuel-injected, side-by-side utility vehicle, valued at \$19,000.

Noritz will actively promote the 2012 PROCard Promotion through trade-publication advertising, promotional fliers and supply house counter displays, articles in the monthly PROCard Newsletter, and postings on the company's Facebook and Twitter sites as well as the PROCard website. "The goal of this promotion is not just to celebrate our company's tenth year in North America, but also to express appreciation to our PROCard members for their loyal and enthusiastic support of our product line over the past decade," says Jay Hassel, Vice President of Marketing for Noritz America.

Promotional rules: The 2012 PROCard Promotion is open to all program members in the United States and Canada at www.noritz.com/10-year-promo/. To join PROCard, interested contractors should visit procard.noritz.com or call (866) 766-7489.



All participants can enter as many warranty registrations as they wish each month to be eligible for the monthly drawings. They are also automatically entered for the three quarterly drawings as well as for grand prize drawing.

- *Current members* will earn one chance in the monthly, quarterly and grand prize drawings for each warranty registration submitted from March 1 through December 31.
- *Members who submitted fewer than five warranty registrations in 2011* will earn five chances for their very first warranty registration during the 10-month promotion and one chance for each subsequent registration.
- *New program members* will earn 10 chances for their very first warranty registration during the promotional period and one chance for each subsequent registration.

Prizes: Each month, Noritz will draw five entries from the pool of warranty registrations for the previous 30 days, awarding each contractor-winner a prize valued at between \$250 and \$1,750. Awards will include Noritz NRC83-DVC tankless water heaters, as well as a selection of power tools and electronic equipment, such as Apple iPod Touch music and video players, DeWalt 18-Volt Cordless 4-Tool Combo Kits, Kindle Fire electronic readers, Bose iPod Sound Docks, and Sony PlayStation® 3 Systems.

In June, September and December, Noritz will draw one additional winner who will receive a Yamaha TW200 Dual Purpose Dirt Bike or a Yamaha Raptor 250 All Terrain Vehicle, valued at \$6,000 each. All PROCard members who submitted at least one warranty registration over the previous 90 days, including the monthly winners, will be eligible for these quarterly drawings.

For more information on the 2012 PROCard Promotion, visit:

www.noritz.com/10-year-promo/

For more information on the full line of Noritz tankless water heating products, visit www.noritz.com. You can also telephone us at 866.766.7489 or e-mail us at support@noritz.com.

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Hi-res versions of photographs to accompany this release are available for immediate download in .tif format by using this link: <http://noritz.oreilly-depalma.com/2012/10th-anniversary.shtml>

NORITZ AMERICA CORPORATION, a subsidiary of Noritz Japan, has corporate offices in Fountain Valley, Calif., as well as in Dallas, Atlanta, Chicago and Hawthorne, N.Y. Offering a full line of tankless water heaters to meet the hot water demands of residential and commercial applications. Noritz supports its products with a national 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.

For more information on Noritz America and the entire line of Noritz's ENERGY STAR® tankless water heaters, please call 866.766.7489. Or visit our website at www.noritz.com.

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